

Sub: **Logistics & SCM**

Code: **20MBAMM402**

Date: **09-08-2022**

Duration: 90 mins

Max
Marks: 50

Sem: IV

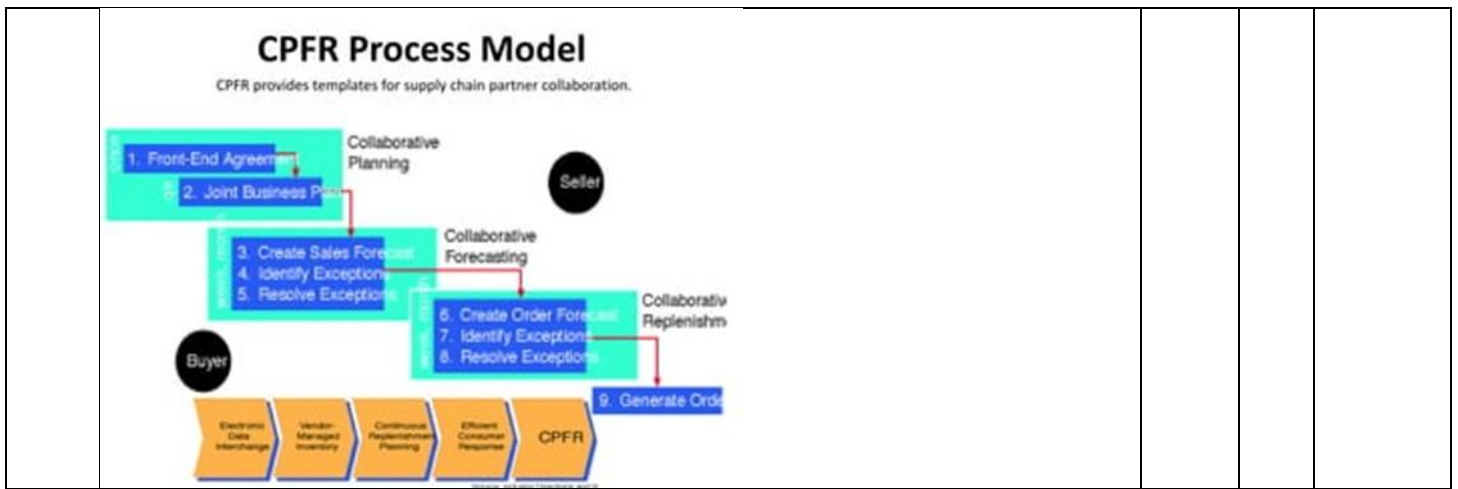
Branch: MBA

OBE

Marks CO RBT

Part A -Answer Any Two Full Questions (20*02=40 Marks)			
1(a)	<p>What is inventory cost? Inventory costs are the costs to a business associated with holding stock, or money that is tied up in stock. By calculating the most economic order quantity the firm attempts to determine the order size that will minimize the total inventory costs.</p>	[03]	CO3 L1
(b)	<p>Describe the objectives of international logistics. Improving Customer Service. Increased Customer Response. Reduction in Distribution Costs. Increasing Sales. Creating Time & Place Utilities. Stabilizing Product Prices. Quality Management. Supporting Product Life-Cycle</p>	[07]	CO4 L2
(c)	<p>Describe the activities involved in inbound logistics. Steps Involved in Inbound Logistics Processes Sourcing materials. Purchasing raw materials is often the first step in the manufacturing of goods. Receipt of goods. Reverse logistics. Processing of order. Picking and packing. Sorting and shipping. Final delivery.</p>	[10]	CO3 L2
2(a)	<p>What is value chain analysis? Value chain analysis is a means of evaluating each of the activities in a company's value chain to understand where opportunities for improvement lie. Conducting a value chain analysis prompts you to consider how each step adds or subtracts value from your final product or service.</p>	[03]	CO4 L1
(b)	<p>Discuss the benefits of outbound logistics. Improves customer experience Optimizing operational costs Boosting profitability Better intermodal operations Greater delivery productivity and efficiency Intelligent route planning.</p>	[07]	CO3 L2
(c)	<p>Discuss the importance and role of integrated supply chain management.</p>	[10]	CO4 L2

	<p>Better collaboration More visibility Increased revenues Satisfied customer demand More flexibility Reduced waste Improved overall performance.</p>			
3(a)	<p>Define customer service. Customer service is the support you offer your customers — both before and after they buy and use your products or services — that helps them have an easy and enjoyable experience with you. Offering amazing customer service is important if you want to retain customers and grow your business.</p>	[03]	CO3	L1
(b)	<p>Explain CPFRP.</p> <p>CPFR Process Model CPFR provides templates for supply chain partner collaboration.</p> <p>The diagram shows a flow between Seller and Buyer:</p> <ul style="list-style-type: none"> Collaborative Planning: 1. Front-End Agreement, 2. Joint Business Plan Collaborative Forecasting: 3. Create Sales Forecast, 4. Identify Exceptions, 5. Resolve Exceptions Collaborative Replenishment: 6. Create Order Forecast, 7. Identify Exceptions, 8. Resolve Exceptions 9. Generate Order <p>Supporting processes: Electronic Data Interchange, Vendor-Managed Inventory, Continuous Replenishment Planning, Efficient Consumer Response, CPFR.</p>	[07]	CO3	L2
(c)	<p>Discuss the strategic factors used in sourcing.</p> <p>Strategic Sourcing Implementation</p> <p>Level 1: Goal</p> <p>Level 2: Factor categories</p> <ul style="list-style-type: none"> Visionary Leadership in Strategic Sourcing <ul style="list-style-type: none"> Leadership in strategic sourcing planning Link sourcing strategy to corporate strategy Supplier Management System <ul style="list-style-type: none"> Supplier evolution and selection Supplier monitoring Supplier development Supplier collaboration Continuous Improvement <ul style="list-style-type: none"> People management System improvement Process improvement Learning organization <p>Level 3: Success factors</p> <ul style="list-style-type: none"> Competitive analysis Proficiency focus Life cycle cost focus Sourcing strategy 	[10]	CO4	L2
	Part B - Compulsory (01*10=10marks)			
4	<p>Mr. Nandan passed out from hotel management program, enthusiastic to establish chain to hotels on national highways. Not aware of supply chain management and logistical challenges. As management graduate design a feasible solution using Collaborative planning forecasting and replenishment.</p>	[10]	CO3	L6



Course Outcomes		PO 1	PO 2	PO 3	PO 4	PO 5
CO1	Demonstrate knowledge of the functions of logistics and supply chain management.					
CO2	To relate concepts and activities of the supply chain to actual organizations.					
CO3	Highlight the role of technology in logistics and supply chain management.	1a,3a	1b,1c,3b			4
CO4	Evaluate cases for effective supply chain management and its implementation.	2a	2b, 2c,3c			
Cognitive level	KEYWORDS					
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.					
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss					
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify					
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select					
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate					
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate					
PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship						

CCI

HOD