

IAT 1 Question Paper & Solution

Sub: **Logistics & SCM**

Code: **20MBAMM402**

Date: **05-07-2023**

Duration: 90 mins

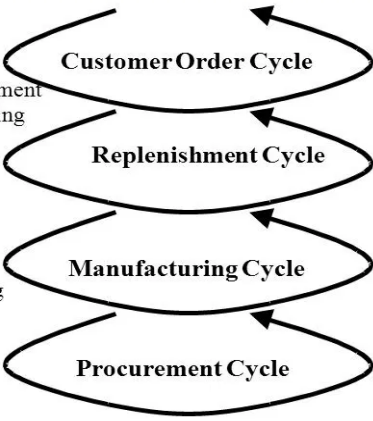
Max
Marks: 50

Sem: IV

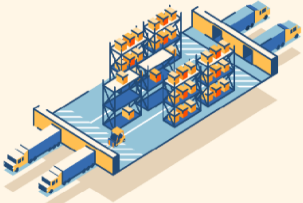
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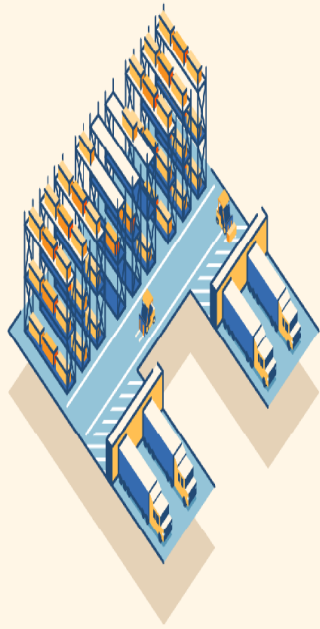
OBE

Marks CO RBT

Part A -Answer Any Two Full Questions (20*02=40 Marks)				
1(a)	<p>Recall the cycle view of supply chain.</p> <p style="text-align: center;">Cycle View of Supply Chain Processes</p> <hr style="border: 1px solid black;"/> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><u>Customer Order Process</u></p> <ol style="list-style-type: none"> 1. Customer Arrival 2. Customer Order Entry 3. Customer Order Fullfillment 4. Customer Order Receiving <p><u>Manufacturing Process</u></p> <ol style="list-style-type: none"> 1. Order Arrival 2. Production Scheduling 3. Manufacturing/Shipping 4. Receiving </div> <div style="width: 10%; text-align: center;">  </div> <div style="width: 45%;"> <p><u>Replenishment Process</u></p> <ol style="list-style-type: none"> 1. Retail Order Trigger 2. Retail Order Entry 3. Retail Order Fullfillment 4. Retail Order Receiving <p><u>Procurement Process</u></p> <ol style="list-style-type: none"> 1. Component Order Arrival 2. Production Scheduling 3. Manufacturing/Shipping 4. Receiving </div> </div>	[03]	CO1	L1
(b)	<p>Explain functions of warehouse.</p> <ul style="list-style-type: none"> • Storage • Safeguarding of Goods • Movement of Goods • Financing • Value-added Services • Price Stabilisation • Information Management • Other Functions 	[07]	CO2	L2
(c)	<p>Outline significance of supply chain.</p> <ul style="list-style-type: none"> • Essential to company success and customer satisfaction. • Boost Customer Service <ul style="list-style-type: none"> – Customer expect the correct product assortment and quantity to be delivered – Products to be available at the right location – Right delivery time – Right After sale support • Reduce Operating Costs <ul style="list-style-type: none"> – Decreases Purchasing Cost (decrease inventory cost). – Decreases Production cost (avoid material shortages that shutdown production). – Decreases Total Supply Chain Cost (meet customer service goals at the least total cost). 	[10]	CO1	L4

	<ul style="list-style-type: none"> • Improve financial position <ul style="list-style-type: none"> – Increases profit Leverage (Helps to control and reduce supply chain costs). • Decreases Fixed Assets <ul style="list-style-type: none"> – Decreases use of Large fixed assets: Plant, Warehouse, Transportation. • Increases Cash Flow <ul style="list-style-type: none"> – Speed up product flows to customers. • Sustains Human Life (To deliver basic necessities such as food and water). • Improves Human Healthcare (Medicines). • Protects Humans from Climate Extremes (Light, Heat, Refrigeration, air conditioning) 												
2(a)	<p>Define distribution management.</p> <ul style="list-style-type: none"> • Distribution management is the process used to oversee the movement of goods from supplier to manufacturer to wholesaler or retailer and finally to the end consumer. • Numerous activities and processes are involved, including raw good vendor management, packaging, warehousing, inventory, supply chain, logistics and sometimes even blockchain. 	[03]	CO2	L1									
(b)	<p>Explain challenges of supply chain.</p> <ul style="list-style-type: none"> • Lead times • Delays • Cash flow • Data management • Exposure to risk • Accountability and Compliance • Quality control and defects • Language barriers • Time zones • Exchange rate and Foreign transaction costs 	[07]	CO1	L2									
(c)	<p>Explain advantages and disadvantages of public and private warehouse.</p> <table border="1"> <thead> <tr> <th>Basis of Difference</th> <th>Private warehouse</th> <th>Public warehouse</th> </tr> </thead> <tbody> <tr> <td>1. Meaning</td> <td>Private warehouses are owned by manufactures and traders to store the goods produced or purchased by them until they are sold out.</td> <td>Public warehouses may be owned by Government, Public trusts and other public authorities.</td> </tr> <tr> <td>2. Location</td> <td>Private warehouses are generally located in rural and sub-urban areas where space is available at low cost.</td> <td>Public warehouses are located in places which are well connected by roads, railways etc.</td> </tr> </tbody> </table> <p>Public warehouse</p> <ul style="list-style-type: none"> • A public warehouse is a warehouse owned by governmental entities that are available to private sector companies. • Accessible to the public • An affordable option for new businesses. • Great for seasonal businesses. • Ideal for short-term storage . <p>Private warehouse:</p> <ul style="list-style-type: none"> • Referred to as proprietary warehousing. • A popular option for wholesalers, distributors, and manufacturers. 	Basis of Difference	Private warehouse	Public warehouse	1. Meaning	Private warehouses are owned by manufactures and traders to store the goods produced or purchased by them until they are sold out.	Public warehouses may be owned by Government, Public trusts and other public authorities.	2. Location	Private warehouses are generally located in rural and sub-urban areas where space is available at low cost.	Public warehouses are located in places which are well connected by roads, railways etc.	[10]	CO2	L2
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	<ul style="list-style-type: none"> • More expensive option than a public warehouse, • Offer business owners more overall control of their inventory management. • Increased control over building facilities • Great for companies that need a significant long-term presence in a specific region • Provide a more exclusive location for business operations 			
3(a)	<p>Define supply chain.</p> <ul style="list-style-type: none"> • Consists of all parties involved, directly or indirectly, in fulfilling a customer request. • Supply chain includes not only manufacturers and suppliers. <ul style="list-style-type: none"> – It also includes transporters, warehouses, retailers, customer themselves. • Supply chain includes all functions involved in receiving and filling a customer request. 	[03]	CO1	L1
(b)	<p>Discuss the scope of logistics.</p> <ul style="list-style-type: none"> • Choice of markets • Procurement • Plant location and layout • Inventory management • Location and management of warehouses • Choices of carriers, mode of transport • Packaging decisions • Relevant to all enterprises: manufacturing, Government, Institutions, service organisations 	[07]	CO1	L2
(c)	<p>Classify the types of warehouse design.</p> <div style="display: flex; align-items: flex-start;"> <div style="flex: 1;"> <p>I Shape</p> <p>This through-flow layout is beneficial for warehouses with high-volumes and offers separation of the loading and shipping areas.</p> </div> <div style="flex: 1; text-align: center;">  </div> </div>	[10]	CO2	L4



U Shape

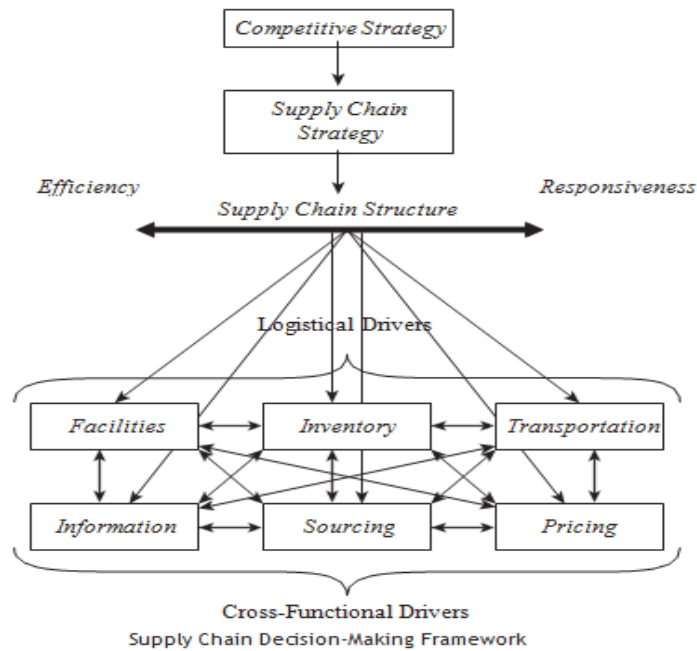
This is the **most common** organizational layout that can work with any type of warehouse.



I Shape

This layout is great for warehouses with lots of **storage needs** and offers greater sorting areas.

	Part B - Compulsory (01*10=10marks)			
4	Mr. Revanth started mushroom cultivation outskirts of Bengaluru city. Understood demand level of market and did competitor analysis. Identified retail stores, vegetable markets, supermarkets in Bengaluru. a). As a management consultant design appropriate logistic services for Revanth	[10]	CO1	L6



Keeping this framework as reference, student supposed to explain.

Course Outcomes		PO 1	PO 2	PO 3	PO 4	PO 5
CO1	Demonstrate knowledge of the functions of logistics and supply chain management.	1a, 3a	1b, 1c 3b,3c		4	
CO2	To relate concepts and activities of the supply chain to actual organizations.	2a	2b, 2c			
CO3	Highlight the role of technology in logistics and supply chain management.					
CO4	Evaluate cases for effective supply chain management and its implementation.					
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