

IAT 3 Question Paper, Scheme & Solution

Sub: **Logistics & SCM**

Code: **20MBAMM402**

Date: **29-08-2023**

Duration: 90 mins

Max
Marks: 50

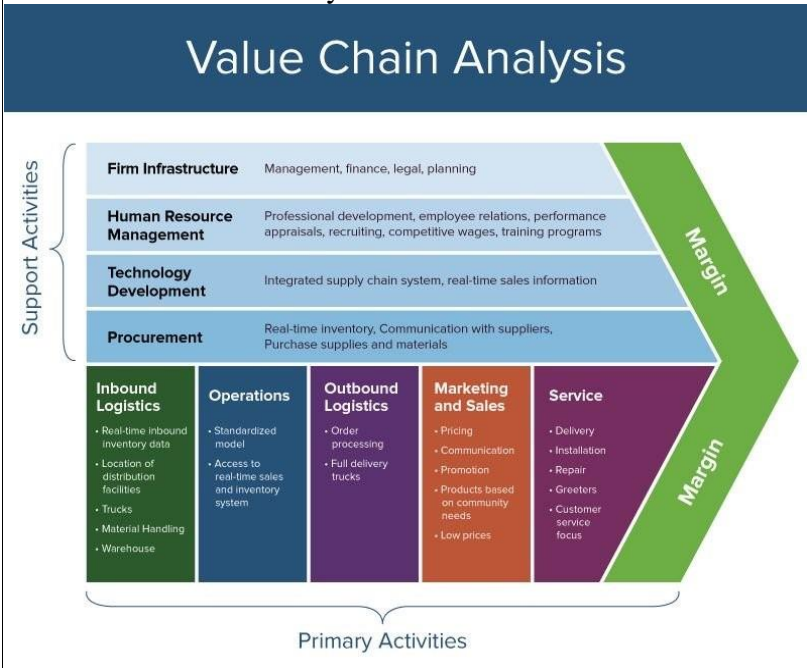
Sem: IV

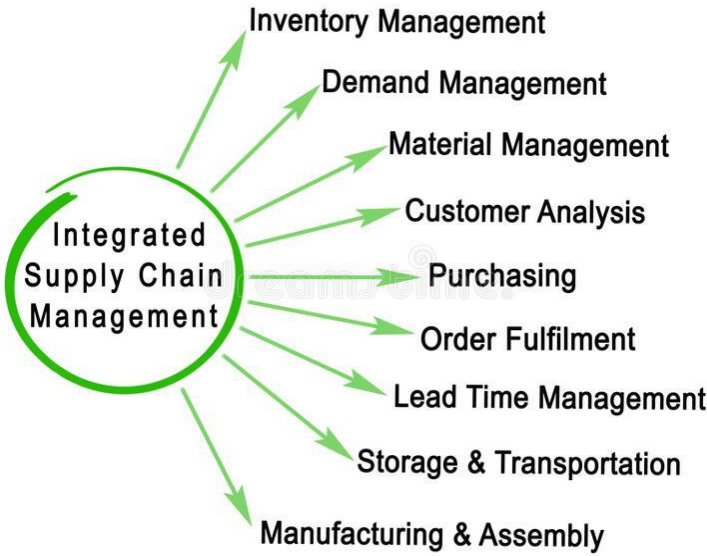

Branch: MBA

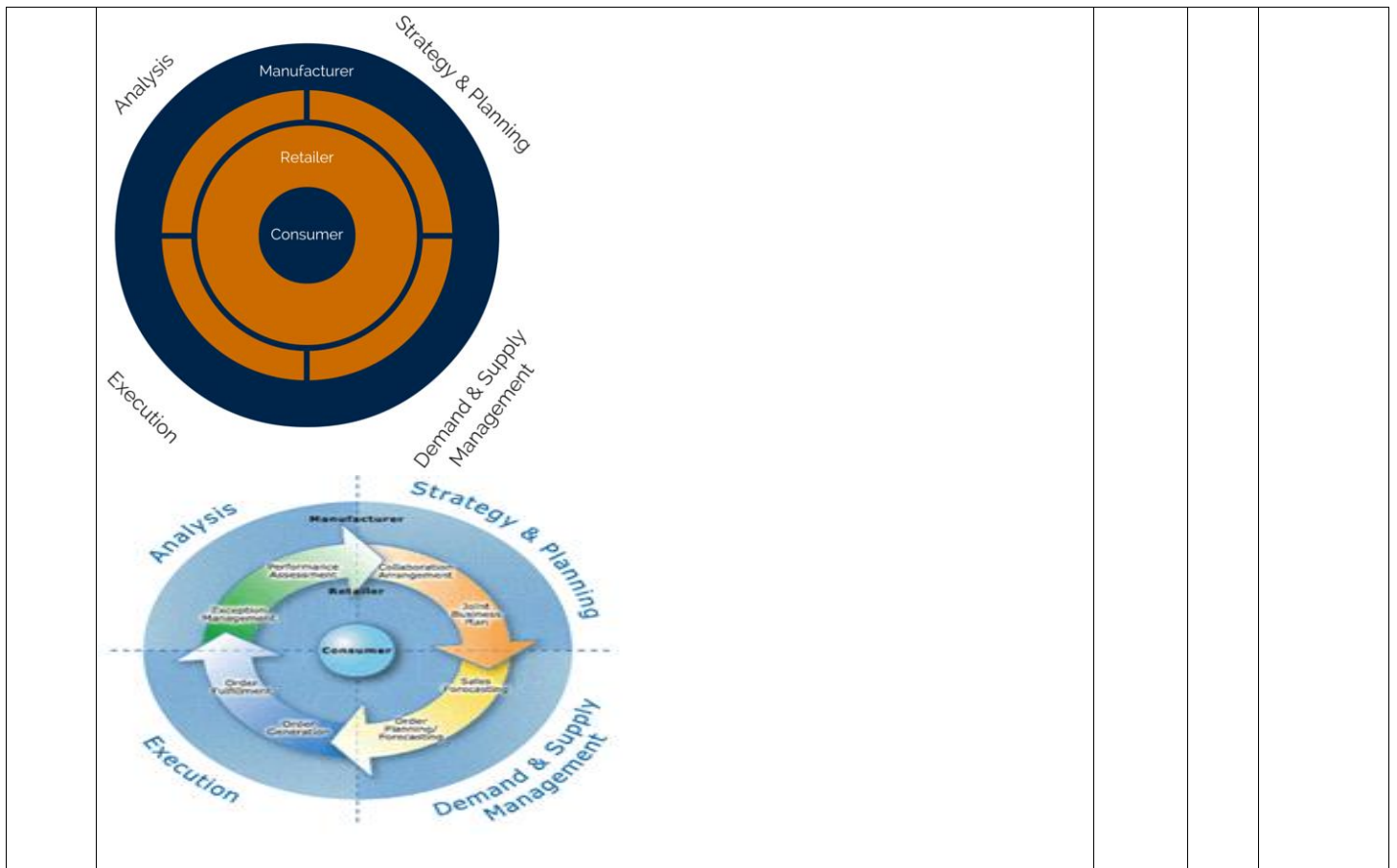
OBE

Marks CO RBT

Part A -Answer Any Two Full Questions (20*02=40 Marks)				
1(a)	Define customer service Customer service is the assistance and advice provided by a company to those people who buy or use its products or services. Each industry requires different levels of customer service, but towards the end, the idea of a well-performed service is that of increasing revenues.	[03]	CO3	L1
(b)	Describe the objectives of international logistics. <ul style="list-style-type: none"> • 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 • Consolidating Transportation Costs • Right product • Right quantities and assortments • Right places • Right time • Right cost/price • Right condition 	[07]	CO4	L2
(c)	Outline the various activities involved in inbound logistics. <ul style="list-style-type: none"> • Sourcing and procurement: Identifying and evaluating potential suppliers, obtaining price quotes, negotiating with and managing suppliers. • Ordering/purchasing: Buying the goods and materials the company needs so the right quantity arrives at the right time. • Transportation: Deciding whether to use a truck, airplane, train or another method to move goods. • This activity also involves selecting delivery speed for incoming supplies, contracting with third-party carriers and working with vendors on price and route. • Receiving: Handling the arrival of new materials, unloading trucks and ensuring they match the order. • Material handling: Moving the received goods short distances within the facility and staging them for later use. • Putaway: Moving goods from the receiving dock to storage. Staff puts everything away in assigned locations. • Storing and warehousing: Managing the materials before they go to manufacturing or customer fulfillment. • This department is responsible for making sure items are placed in logical locations for fulfillment and the right storage conditions are met. 	[10]	CO3	L2

	<ul style="list-style-type: none"> • Inventory management: Deciding the type and amount of raw materials/items you should store and where to locate them. Read the inventory management guide to learn more. • Expediting: Managing the progress of and schedule for materials as they make their way to your facility. • Distribution: Sending supplies to their destination inside the business. • Tracking: Checking on details about incoming orders, such as their location and documents like receipts. • Reverse logistics: Bringing goods back from customers for reasons such as returns, defects, delivery problems, repair and refurbishment. • Recycling and salvage firms that work with used materials obtain their supply through reverse logistics. 			
2(a)	<p>What is value chain analysis?</p>  <p>The diagram illustrates the Value Chain Analysis as a large arrow pointing right, divided into Support Activities (top) and Primary Activities (bottom). Support Activities include Firm Infrastructure (Management, finance, legal, planning), Human Resource Management (Professional development, employee relations, performance appraisals, recruiting, competitive wages, training programs), Technology Development (Integrated supply chain system, real-time sales information), and Procurement (Real-time inventory, Communication with suppliers, Purchase supplies and materials). Primary Activities include Inbound Logistics (Real-time inbound inventory data, Location of distribution facilities, Trucks, Material Handling, Warehouse), Operations (Standardized model, Access to real-time sales and inventory system), Outbound Logistics (Order processing, Full delivery trucks), Marketing and Sales (Pricing, Communication, Promotion, Products based on community needs, Low prices), and Service (Delivery, Installation, Repair, Greeters, Customer service focus). The arrow is labeled 'Margin' on both the top and bottom edges.</p>	[03]	CO4	L1
(b)	<p>Discuss the benefits of outbound logistics.</p> <ul style="list-style-type: none"> • Predictable raw material costs • Higher product quality • On-time deliveries • Steady production rates • Lower costs for shipping and receiving • Better inventory management • Ability to spot supply chain problems • Foundation for sales success • Stronger vendor relationships • Faster deliveries • Fewer order cancellations • More on-time deliveries • Reduced delivery failures or mistakes • Less damage and loss in transit • Lower costs for your company and the customer • Decreased returns • Higher customer satisfaction and loyalty • Stronger company reputation • Better business planning 	[07]	CO3	L2
(c)	<p>Discuss the importance and role of integrated supply chain management.</p>	[10]	CO4	L2

				
3(a)	<p>What is inventory cost?</p> <p>An inventory cost refers to all the costs associated with holding and the management of inventory. The costs include all expenses related to ordering, warehousing, protecting, and deteriorating costs.</p>	[03]	CO3	L1
(b)	<p>Explain CPFRP.</p> <p>Collaborative Planning, Forecasting and Replenishment (CPFR) describes a set of practices in which trading partners plan key supply chain activities to efficiently meet customer demand at the lowest possible cost.</p> 	[07]	CO3	L2
(c)	<p>Discuss the strategic factors used in sourcing.</p> <ul style="list-style-type: none"> • Improve firm focus. • In today's complex world, it is impossible for a firm to do everything. • A lack of focus because a firm is doing everything in-house can be a major problem. • A firm must identify those that are core and provide a strategic advantage. • Outsourcing all other activities helps improve focus and, thus, performance. 	[10]	CO4	L2
Part B - Compulsory (01*10=10marks)				
4	<p>Revanth passed out from hotel management program, enthusiastic to establish chain to hotels on national highways. Not aware of supply chain management and logistical challenges. There exists intense competition from renowned brands as well as from domestic hotels.</p> <p>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

CI

CCI

HOD