

**CMR
 INSTITUTE OF
 TECHNOLOGY**

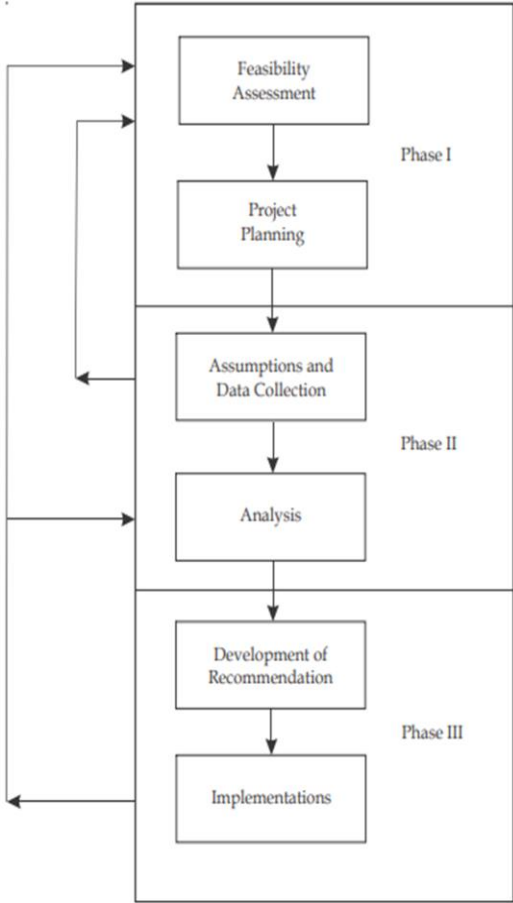
SCHEME OF EVALUATION
Internal Assessment Test 1- Mar 2023

Sub: Logistics and Supply Chain Management
 Date: 16/1/24 Duration: 90mins Max Marks: 50 **Sem:** III

Code:
Branch: MBA

Note: Part A - Answer Any Two Full Questions (20*02=40 Marks)
 Part B - Compulsory (01*10= 10marks)

| Part | Question # | Description | Marks Distribution | | Max Marks |
|------|------------|---|-------------------------------------|----|-----------|
| A | 1 | a) What is inbound logistics? Inbound logistics is the way materials and other goods are brought into a company. This process includes the steps to order, receive, store, transport and manage incoming supplies. Inbound logistics focuses on the supply part of the supply-demand equation. | Three points – three marks | 3 | 20 M |
| | | b) Explain the key issue in logistics planning. 1. Customer service 2. Logistics costs 3. External pressures 4. Trade offs 5. Organizational conflicts | 3.5 M points +3.5 M for explanation | 7 | |
| | | c) Break down the logistical activities, and connect them to ZOMATO delivery. Order processing Material handling Warehousing Inventory control Transportation Packaging | 5 M points + 5 M for explanation | 10 | |
| 2 | a) | What is supply chain surplus? | Definition | 3 | 20 M |

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| | | supply chain surplus as "the difference between the revenue generated from the customers and the overall cost across that supply chain." The operational concept of it is 'sharing the profit that remains after subtracting costs incurred in the production and delivery of products or services. Ideally, profit is distributed to supply chain partners via transfer prices | | | |
| | b) | Describe the challenges of supply chain. Risks in the supply chain primarily arise from volatility in the markets. Changing consumer demand, trade wars, raw material shortages, climate change, stricter environmental regulations, economic uncertainties and policy changes, industrial unrest, etc | Any seven points and its explanation | 7 | |
| | c) | Outline the logistical system design for 10 min grocery delivery apps.  | Writing chart 5M+ Connecting delivery app 5 M | 10 | |
| 3 | a) | Define warehouse. | Definition | 3 | 20 M |

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| | | <p>Warehousing is the process of storing goods which are to be distributed later.</p> <p>A warehouse is defined as any place which is used in the accumulation of goods.</p> | | | |
| | | <p>b)</p> <p>Explain the subsystems of logistics.</p> <ul style="list-style-type: none"> • Procurement • Production • Distribution | <p>Procurement details 2 M+</p> <p>Production details 2M+</p> <p>Distribution details 3 M</p> | 7 | |
| | | <p>c)</p> <p>Demonstrate the presence of supply chain framework in ZEPTO.</p> <p style="text-align: center;">Supply Chain Decision-Making Framework</p> | <p>Diagram 5 M+</p> <p>connecting same to Zepto 5 M</p> | 10 | |
| B | 4 | <p>a)</p> <p>A prominent retail chain encountered significant financial setbacks due to frequent stockouts in high-demand product categories. The stockouts led to dissatisfied customers, loss of sales, and damaged brand reputation. To address the issue, the company implemented a comprehensive inventory management system, utilizing real-time data analytics and demand forecasting. The solution aimed to minimize stockouts, reduce carrying costs, and enhance overall supply chain efficiency.</p> <p>Results showed a substantial decrease in stockouts, resulting in increased sales revenue and improved customer loyalty. However, the implementation incurred initial costs for technology adoption and</p> | <p>Any 10 points along with explanation</p> | 10 | 10 M |

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| | | <p>employee training. The case underscores the critical balance between the cost of stockouts and the investments required for preventive measures.</p> <p>Assess for an optimal balance between reducing stockouts and managing associated implementation costs to achieve sustained profitability and customer satisfaction.</p> <ul style="list-style-type: none">• Increase inventory accuracy.• Enforce a regular cycle counting practice.• Set reorder points• Determine lead times.• Improve forecasting capabilities.• Utilize demand planning.• Keep safety stock.• Use automated inventory management software.• Integrate inventory platforms.• Consider using RFID technology.• Identify stockout patterns.• Pay attention to customer trends.• Monitor the supply chain.• Develop strong relationships with suppliers.• Use a vendor-managed inventory system.• Implement consignment inventory.• Liquidate surplus stock.• Keep customers informed. | | |
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