

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PART TIME)– SEMESTER – V EXAMINATION – SUMMER-2021

Subject Code: 4559997

Date: 13/08/2021

Subject Name: Logistics and Supply Chain Management

Time: 02:30 pm to 05.30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
(a) Logistics
(b) Supply chain management
(c) Service Levels
(d) 3PL and 4PL
(e) 2-OPT
(f) Quick Response Logistics
(g) Lead time
- Q.2** (a) Define the term Supply Chain Management. Discuss the various phases of evolution of supply chain management. **07**
(b) Define the term supply chain mapping. Also discuss the following three dimensions of supply chain mapping with suitable chart **07**
1- Value addition curve
2- Point of Differentiation
3- Customer entry point in the supply chain
- OR**
- (b) Which are the prominent transportation network design options? Explain, with applicability of different designs to different operations. **07**
- Q.3** (a) How will an existing manufacturer selling to entire India, carry out supply chain integration? **07**
(b) Which are the crucial activities involved in logistics? How are marketing and logistics related? **07**
- OR**
- Q.3** (a) What are the different transportation modes available for the manufacturer? Prepare a suitable transportation strategy for the car and milk with reference to domestic market and international market **07**

- (b) What do you mean by Cross docking? Elaborate the cross docking practices followed by the Indian Trucking Industry. **07**
- Q.4** (a) How can Web services help a company to communicate with its supplier and customers? **07**
- (b) If new producer of laptop want to enter in to Indian market as well as in to international market at the same time. What would be your suggestions regarding inventory strategy, transportation strategy and distribution strategy? **07**
- OR**
- Q.4** (a) Describe the elements of reverse logistics. **07**
- (b) What shall be changes in network design and transport network design decisions of companies across India? **07**
- Q.5** (a) Gillette (India) Ltd is the leader in male and female grooming products. Till the year 2000 nobody was clearly accountable for the accuracy of the forecast at Gillette, and poor forecasting resulted in several supply chain problems like low service levels and high imbalanced inventories. In 2002 brand managers were given responsibility of demand forecasting. As there were no standard processes so the firm realized that brand managers were more connected with their sales targets and were not focusing on forecasting accurate market demands. If you are given the responsibility of demand forecasting how would you forecast the demand of the Gillette (India) Ltd? **07**
- (b) A global company has put up a captive facility in india to manage a couple of internal backend processes. The CEO of the local unit is worried about the long term competitiveness of the Indian unit. Labour cost has been increasing at the rate of 15 percent in the last few years, and the CEO is worried that in the near future these processes may get shifted to eastern Europe or some other part of the world. What should the CEO do so that the local unit can survive in the long run after studying network design decisions? **07**
- OR**
- Q.5** (a) Evaluate the packaging and material handling decisions relevant to an e-commerce retailer of apparels. **07**
- (b) How important is coordination between cola companies and their bottling plants? Is it necessary to own bottling plants if the cola companies want to achieve a better degree of coordination at the local level of operations? **07**
