GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER- III - EXAMINATION-SUMMER-2024

Subject Code: 4539297   **Date: 29/04/2024**
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.
    4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1	**(a)**	Explain following terms: 1.Logistic Management 2. Routing & Scheduling 3. 3PL & 4PL 4. Lead Time 5. Cross Docking 6. Agile Supply chain 7. ECR	**14**
Q.2	**(a)**	What is Bullwhip Effect? Explain its cause and obstacles to coordination in a supply chain.	**07**
	(b)	Explain various Logistics Activities. Also explain how to manage Marketing and logistics interface.	**07**
		OR	
	(b)	What is Order Delivery Lead Time and Decoupling point? Explain any two types of Supply Chains, characterized by decoupling point.	**07**
Q.3	**(a)**	What is Route improvement procedure? Explain 2-OPT and 3-OPT.	**07**
	(b)	List down the steps of network design process. Examine the LSCM network alternatives in detail	**07**
		OR	
Q.3	**(a)**	Definition Reverses Logistic. Also mention reasons and benefits of it.	**07**
	(b)	Write a note on Optimization and simulation models.	**07**
Q.4	**(a)**	What are Virtual supply chain and the extended enterprise?	**07**
	(b)	What is Quick response logistics?	**07**
		OR	
Q.4	**(a)**	Discuss Role of Technology in Supply Chain Management.	**07**
	(b)	Strategic Challenges for sustainable supply chains.	**07**

Q.5 CASE STUDY:

   Shital, a management graduate, is planning to buy her new laptop to carry out her project work. After making extensive research about the opinions of the friends and family members, she logged in to the Website of Dell Computers. Shital was not prepared for the range of the options that Dell offer her. Being not satisfied with the range, she customized the configuration her laptop in 20 Minutes. As she keyed the payment details, she realized that had she visited a store, it will have taken far more time. Dell is famous for its ability to customize the product as per customer specifications at an optimum price. Every potential customer gets the message "Please proceed below to build your own system". The price will automatically updated as changes are made. Use the "Learn More" buttons to find the out more information about any components. When you have completed your selection, please scroll down to the end of the page and click continue. Apart from basic system choice, if offers choices for operating systems, RAM, HDD capacity, graphics card capacity and many more. Finally the customer can choose from thousands of available configurations. Considering the above, elaborate/response the followings:

Q.5 (a) : How would Dell be able to offer such a wide array of choice?   **07**

Q.5 (b) : What can be role of innovations in supply chain restructuring of Dell?   **07**

<div align="center">OR</div>

Q.5 (a): How would Dell tradeoff between innovation and price?   **07**

Q.5 (b): What innovative technology should be used to improve supply chain?   **07**

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