

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-SUMMER-2025

Subject Code: 4539297**Date: 12/06/2025****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** Define the following terms **14**
- (a) Third party logistics
 - (b) E-procurement
 - (c) Green supply chain
 - (d) Cross Docking
 - (e) Virtual Supply Chain.
 - (f) Quick Response Logistics
 - (g) Lead time
- Q.2** (a) What is supply chain management? What are the forces that have emerged these days to make supply chain management a critical success factor in most industries? **07**
- (b) What are the ways in which a firm can move from Make To Stock (MTS) to Customize to Order (CTO)? **07**
- OR**
- (b) How important is the 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 co-ordination at the local level of operations? **07**
- Q.3** (a) Which are the crucial activities involved in logistics? How are marketing and logistics related? **07**
- (b) What is the Vehicle Routing Problem? Which are the major route sequencing procedures? **07**
- OR**
- Q.3** (a) Explain the factors that impact make vs. buy decision of a firm? **07**
- (b) Why are issues related to supply chain resumption becoming more important in today's business context? **07**
- Q.4** (a) How are optimization and simulation models helpful for network design decisions for an FMCG manufacturer? **07**

- (b) Evaluate the packaging and material handling decisions relevant to an e-Commerce retailer of apparels. 07

OR

- Q.4** (a) What is supply chain integration? Discover challenges faced by managers in integrating the supply chain of the organization. 07
- (b) Discuss the role of Information Technology in managing the supply chain management. 07

Q.5 CASE STUDY

The management of Yummy Noodles Company was contemplating on introducing 200 grams pack of savory noodles into the Indian market at Rs. 10 per pack. This was only for one month which was construed to be as a test marketing period. During this period, the Company wanted to have a “blitz” strategy of flooding the market with their product. In the subsequent month, the management of Yummy Noodles Company had planned to raise the price of the pack to Rs. 15, while the weight of the pack was to be fixed at 250 grams. A free gift in the form of a plastic bowl with a spoon was also planned.

Two months before the launch of the actual production, the marketing department of the company brought out advertisements regarding the savory noodles. The advertisements were displayed on bill-boards, TV, radio, print media. Schools and colleges were also targeted to rope in students and children to buy the product. Production of the noodles was planned to be started along with the marketing program. The forecast of the number of expected packets that could be sold for the first month was around 75,000, and 1,25,000 for the second month. The production was required to be started earlier to meet the target of projected demand as well as to account for the changeover in the pack-size in the second month.

You are appointed as a logistics consultant by the Company. You are required to guide the Company regarding the following

- (a) The Company is very keen that its product must be well-received in the market. What coordination is required between the production, marketing and other departments of the Company? 07
- (b) Explain the role of the Logistics Department in the introductory phase. 07

OR

- (a) As a logistics consultant, you are required to foresee the type of difficulties which the company could face during the 07
- (b) Critically examine the free gift scheme and marketing strategy adopted by the company 07