

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Logistics and Supply Chain Management

Programme: BBA E Business

Time: 03 hrs.

Instructions:

Semester: IV

Code: LSCM2002

Max. Marks: 100

SECTION A

S. No.		Marks	CO
Q 1 a)	Write the full form of the following	10	
	(i) JIT	2	CO2
	(ii) SKU	2	CO1
	(iii) CIF	2	CO1
	(iv) SRM	2	CO2
	(v) FOB	2	CO2
Q 2 b)	Fill in the Blank	10	
	1. In _____ Model Retailers or Company sources the products directly from Brands or Sellers and then Stock these. There are no multiple sellers selling one product. The Seller is the e-Commerce company and invoice is issued to the customers on the company's name.	2	CO3
	2. Logistics system is set of _____ linked by transportation service.	2	CO1
	3. Demand variability increases as one moves up the supply chain away from the retail customer, and small changes in consumer demand can result in large variations in orders placed upstream this is known as _____.	2	CO4
	4. _____ model is an online store where multiple vendors come together to sell their products and services to make the profit.	2	CO2
	5. Document issued by airline for transport of goods through air mode of transportation is _____.	2	CO3

SECTION B

Q	Short Answer Type Question		
	a) Sam runs a mail-order business for gym equipment. Annual demand for the equipment is 16,000. The annual holding cost per unit is INR 2.50 and the cost to place an order is INR 50. Calculate economic order quantity (EOQ)	5	CO5
	b) Explain with a diagram E-Commerce Retail Logistics?	5	CO3
	c) Differentiate between efficient and responsive Supply Chain?	5	CO4
	d) Differentiate between 3PL and 4PL with an example??	5	CO4
	e) What is difference between Lean Supply Chain and Green supply Chain?	5	CO5
SECTION-C			
Q	Long Answer Question (Answer any two)		
	a) What is the concept of Potter's value chain? Explain flipkart's value chain with the help of a diagram.	15	CO3
	b) What are INCO terms and Payment terms in Global Supply Chain. Explain each of the Inco-term.	15	CO6
	c) Mentions Supply chain management drivers. Explain freight forwarding with an example	15	CO4
SECTION-D			
Q	Case Study (Attempt all Question)		
	<p>Case Study: Chemical Industry – A Penske Customer in the Chemical Industry</p> <p>This current customer is a leading company in life science and nutritional products; performance materials; and industrial chemicals and this company creates solutions that nourish, protect and improve performance. Its end markets include human and animal nutrition and health; personal care; pharmaceuticals; automotive; coatings and paint; electrical and electronics; life protection; and housing.</p> <p>This company is an internationally operating company with more than 200 sites and offices in 49 countries throughout the world. They are headquartered in the Netherlands and listed on Euro Next Amsterdam. This company employs 22,700 people worldwide.</p> <p>They have a decentralized organizational structure built around Business Units (BU) that is empowered to carry out all business functions. The activities of this customer are grouped into five clusters. These clusters consist of several BU. Penske Logistics provides freight management services to four of these units in six different countries in Europe.</p> <p>In the Beginning The relationship started when Penske was awarded the Regional Transportation Management contract for two of their BU in 2004.</p>		

	<p>With implementation in early 2005, the result was a significant save in consolidation. Within a year, the relationship extended by another BU in January 2006 and with two others a few months later.</p> <p>When Penske started the partnership, the customer faced several issues. They required a provider to spread out their flow via road packed chemical goods throughout Europe. A Lead Logistics Provider (LLP) was essential to manage the supply chain for their European plants and provide more visibility. Penske offered a unique combination of services to optimize the multiple supply chains that all have different characteristics and approaches.</p> <p>Challenges Challenges are as follows: To develop, implement and operate a centralized logistics network To provide streamlined processes and visibility throughout their supply chain</p> <p>Solutions Solutions are as follows: Penske provides integrated logistics solutions to manage the transport planning for continuous optimization on procedures, modality and loads Penske provides Freight Management Services (road, air and ocean) to various BU for the transportation of packed and palletized goods from multiple production sites across Europe</p> <p>Scope of Services Penske took over carrier management and succeeded in maintaining the high standards of quality and service. Penske also provided visibility to their full supply chain, and reduced transportation costs by routing the most economical mode. The Penske engineering team created detailed performance reports on carriers, which improved visibility and implemented a single point of contact, allowing communication to flow more efficiently with the customer. Penske achieved the lowest ever complaint ratio for one of the BU. Penske continues to deliver significant cost savings by continuous improvements on procedures, modality and loads while maintaining the customer's high quality standards. With eight plants supported, Penske provides additional services to its customer such as: Managing warehouse operations, including value added services as re-palletisation and snickering in Roosendaal Operating an overflow warehouse in Roosendaal for two of their BU Preferred carrier status at customer's corporate sourcing Transportation management of customer's ocean flows</p> <p>Achievements After some turbulent years, the relationship is now stabilized. By carrying through on the promise of operational excellence and managing their flows, Penske Logistics and this customer have agreed to extend the partnership for the next three years.</p>		
	1. Penske offered a unique combination of services to optimize the multiple supply chains that all have different characteristics and approaches. Comment	10	CO6
	2. What additional services are provided by Penske to its customer?	10	CO5
	3. Penske is entering into e-business operation though its official website. Draw a proposed diagram of Penske e-business supply chain model?	10	CO7

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	(vii) SKU	2	CO1
	(viii) RFID	2	CO1
	(ix) SRM	2	CO2
	(x) FOB	2	CO2
Q 2 b)	Fill in the Blank	10	
	(i) _____ inventory is not stored by an e-retailer. Packaging and quality checks are carried out by the sellers and then the items are sent to storage in the mother warehouse of e-retailer or directly shipped to customers from sellers' warehouses..	2	CO3
	(ii) A Logistics system is set of _____ linked by transportation service.	2	CO1
	(iii) Demand variability increases as one moves up the supply chain away from the retail customer, and small changes in consumer demand can result in large variations in orders placed upstream this is known as _____.	2	CO4
	(iv) In _____ inventory is purchased by the in-house buying arm of an e-retailer and stored by them in their fulfillment centres.	2	CO2
	(v) Document issued by airline for transport of goods through air mode of transportation is _____.	2	CO3

SECTION B			
Q	Short Answer Type Question		
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	d) Differentiate between 3PL and 4PL with an example.	5	CO4
	e) What is difference between Lean Supply Chain and Green supply Chain?	5	CO5
SECTION-C			
Q	Long Answer Question		
	d) Explain Supply Chain Uncertainty and Supply Chain Risk? Explain Bull Whip effect with an example?	15	CO3
	e) What are INCO terms and Payment terms in Global Supply Chain. Explain each of the Inco-term.	15	CO6
	f) What is the concept of Potter's value chain. Explain flipkart's value chain with the help of a diagram.	15	CO4
SECTION-D			
Q	Case Study		
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