Name: Enrolment No:	

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

Course: Logistics Information Systems
Programme:BBA(LM) **Semester: IV**
Time: 03 hrs. **Max. Marks: 100**
Instructions:Attempt questions according to the instructions given.

SECTION A

S. No.		Marks	CO
1	Logistics is the part of a supply chain involved with the forward and reverse flow of a. goods b. services c. cash d. all of the above	2	CO1
2	Due to small change in customer demands, inventory oscillations become progressively larger looking through the supply chain. This is known as a. Bullwhip effect b. Net chain analysis c. Reverse logistics d. Reverse supply chain	2	CO4

3	3PL stands for a. Three points logistics b. Third party logistics c. Three points location d. None of the above	2	CO1
4	The major decision areas in supply chain management are a. location, production, distribution, inventory b. planning, production, distribution, inventory c. location, production, scheduling, inventory d. location, production, distribution, marketing	2	CO1
5	_____ details are given by Management to Marketing Service System. a. Customer b. Employee c. Supplier d. None of the above	2	CO2
6	Based on the behavioral definition of an organization, each of the following is a true statement except. A. People who work in organizations develop customary ways of working. B. People gain attachments to existing relationships C. People make arrangements with subordinates and superiors about how work will be done. D. The primary production factors are capital and labor.	2	CO2

7	…….. takes responsibility and keeps track of progress in MIS design, development and implementation. A. Time remainder B. Periods C. Allocation D. Scheduling	2	CO2
8	The most important attribute of information quality that a manager requires is: A, media. B. presentation. C.timeliness. D. none of the above.	2	CO2
9	Contemporary Information Systems are interfacing with customers and suppliers using : A. BPR B. CRM C. SCM D. Both A and B E. Both B and C	2	CO3
10	When a bank uses information to launch a personalised credit card product this: A. manages risks. B. creates a new opportunity. C. adds value. D. reduces costs. E. none of the above.	2	CO4
SECTION B (All questions are compulsory)			
1	Briefly Explain the statement: Reduction Of Inventory is a key objective of Logistics management.	4	CO4
2	Write a short Note on: Just In Time Strategy	4	CO2
3	Write A short Note on Bullwhip effect?	4	CO2
4	Describe Routines Business Process and Business Firms?	4	CO2
5	Write a short note on TPS?	4	CO1

SECTION C (All questions are compulsory)			
Q1	Describe the Technical and behavioural definition of an organisation along with diagram?	**6**	**CO1**
Q2-	State 5 Moral Dimensions Of Information Age with Diagram?	**6**	**CO4**
Q3-	Explain Various types of information systems? Draw the Chart of IS	**6**	**CO1**
Q4-	State Some Key Technology Trends That Raise the etical Issues.?	**6**	CO4
Q5-	What do you mean by the Flattening of Organisation and levels in the firm.? Describe with the help of a diagram?	**6**	CO2
SECTION-D (All questions are compulsory)			
Q1-	Discuss Michael Porter's Competitive Forces Model.Explain In Detail How Information Systems Help to deal with competitive forces in the market.?	**10**	**CO2**
Q2-	Discuss "Supply Chain Management Systems" in detail. How do they help mitigate the Bullwhip effect?	10	CO3
Q3-	Describe the various E-commerce Revenue Models?	10	CO3

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SECTION A

S. No.		Marks	CO
1	The _____ has made it possible for other companies to eliminate intermediaries and sell directly to the end consumer. A. SCM B. Internet C. competition D. global sourcing	2	CO3
2	The set of fundamental assumptions about what products the organization should produce, how and where it should produce them, and for whom they should be produced is A. agency theory. B. behavioral model. C. rational model. D. organizational culture.	2	CO1

3	This individual is credited with the development of the five forces competitive model. A. Henry Fayol B. Max Weber C. Michael Porter D. Michael Dell	2	CO2
4	Budgeting, profit planning, and portfolio analysis are examples of: A. manufacturing and production information systems. B. finance and accounting information systems. C. enterprise application information systems. D.sales and marketing information systems.	2	CO2
5	An ..... is a set of processes and procedures that transform data into information and knowledge. a. information system b. Knowledge system c. Database system d. Computer system	2	CO1
6	ATM means? a. Any Time Money b. Automatic Tele Money c. Automatic Teller Machine d. Any Time Marketing	2	CO4

7	Applications that integrate business activities across departmental boundaries are often referred to as A. enterprise resource planning (ERP). B. supply chain management (SCM). C.a data warehouse. D.customer relationship management (CRM).	2	CO3
8	The general transformation cycle for information is: A. information to data to knowledge. B. knowledge to data to information. C. data to knowledge to information. D. data to information to knowledge. E. none of the above.	2	CO1
9	The dimension of e-commerce that enables commerce across national boundaries is called _____. A. interactivity. B. global reach. C. richness. D. ubiquity.	2	CO2
10	A _____ is the set of planned activities designed to result in a profit in a marketplace. A. business model. B. profit model. C. business plan. D. revenue model.	2	CO4
SECTION B (All questions are compulsory)			
1	Write a short Note on MIS,ESS ,DSS	4	CO1

2	Briefly Explain the statement: Distributers are the middlemen in a supply chain.	4	CO4
3	Write a short note on Cookies, Spyware's and Web Beacons?	4	CO1
4	Write a short note on Mediating Factors Between the Organisation and Information Technology?	4	CO1
5	Write a short note on EDI?	4	CO4
SECTION C (Do All questions)			
Q1	Describe The Business Value of CRM Systems?	**6**	**CO1**
Q2-	Discuss The Various E-Commerce Business Models?	**6**	**CO2**
Q3-	Explain Various types of information systems? Draw the Chart of IS	**6**	**CO1**
Q4-	Describe 'Enterprise-wide Knowledge management Systems?	**6**	CO2
Q5-	Discuss the Eight Unique Features of E-Commerce?	**6**	CO1
SECTION-D (Answer the questions based on the given Case Study= 3*10 Marks) CO3& CO4			

SOUTHWEST AIRLINES TAKES OFF WITH BETTER SUPPLY CHAIN MANAGEMENT

'Weather at our destination is 50 degrees with some broken clouds, but they'll try to have them fixed before we arrive. Thank you, and remember, nobody loves you or your money more than Southwest Airlines.'

Crew humor at 30,000 feet? Must be Southwest Airlines. The company is the largest low-fare, high- frequency, point-to-point airline in the world, and largest overall measured by number of passengers per year. Founded in 1971 with four planes serving three cities, the company

now operates over 500 air-craft in 68 cities, and has revenues of $10.1 billion. Southwest has the best customer service record among major airlines, the lowest cost structure, and the lowest and simplest fares The stock symbol is LUV (for Dallas's Love Field where the company is headquartered, but love is the major theme of Southwest's employee and customer relationships. The company has made a profit every year since 1973, one of the few airlines that can make that claim.

Despite a freewheeling, innovative corporate culture, even Southwest needs to get serious about its information systems to maintain profitability. Southwest is just like any other company that needs to manage its supply chain and inventory efficiently. The airline's success has led to continued expansion, and as the company has grown, its legacy information systems have been unable to keep up with the increasingly large amount of data being gene rated.

One of the biggest problems with Southwest's legacy systems was lack of information visibility. Often, the data that Southwest's managers needed were safely stored on their systems but weren't 'visible' or readily available for viewing or use in other systems. Information about what replacement parts were available at a given time was difficult or impossible to acquire, and that affected response times for everything from mechanical problems to part fulfillment.

For Southwest, which prides itself on its excellent customer service, getting passengers from one location to another with minimal delay is critically important. Repairing aircraft quickly is an important part of accomplishing that goal. The company had $325 million in service parts inventory, so any solution that more efficiently handled that inventory and reduced aircraft groundings would have a strong impact on the airline's bottom line- Richard Zimmerman, Southwest's manager of inventory management, stated that 'there's a significant cost when we have to ground aircraft because we ran out of a part. The long-term, cost-effective way to solve that problem was to increase productivity and to ensure that our maintenance crews were supported with the right spare parts, through the right software application.'
Southwest's management started looking for a better inventory management solution, and a vendor that was capable of working within the airline's unique corporate culture. After an extensive search, Southwest eventually chose i2 Technologies, a leading supply chain management software and services company that was recently purchased by JDA Software. Southwest implemented the i2 Demand Planner, i2 Service Parts Planner, and i2 Service Budget Optimizer to overhaul its supply chain management and improve data visibility.

i2 Demand Planner improves Southwest's forecasts for all of the part location combinations in its system, and provides better visibility into demand for each part. Planners are able to differentiate among individual parts based on criticality and other dimensions such as demand volume, demand variability, and dollar usage. i2 Service Parts Planner helps Southwest replenish its store of parts and ensures that 'the right parts are in the right location at the right time.' The software can recommend the best mix of parts for each location that will satisfy the customer service requirements of that location at the lowest cost. if excess inventory builds up in certain service locations, the software will recommend the most cost-efficient way to transfer that excess inventory to locations with parts deficits. i2 Service Budget Optimizer helps Southwest use its historical data of parts usage to generate forecasts of future parts usage.

Together, these solutions gather data from Southwest's legacy systems and provide useful information to Southwest's managers. Most importantly, Southwest can recognize demand shortages before they become problems, thanks to the visibility provided by i2's solutions. Southwest's managers now have a clear and unobstructed view of all of the increased availability of parts, increased speed and data up and down the company's supply chain.

By using what-if analysis, planners can quantify the cost to the company of operating at different levels of service. Zimmerman added that i2 "will

help us lower inventory costs and keep our cost per air seat mile down to the lowest in the industry. Also, the solutions will help us ensure that the maintenance team can quickly repair the aircraft so that our customers experience minimal delays." The results of the i2 implementation were increased availability of parts, increased speed and intelligence of decision making, reduced parts inventory by l5 percent, saving the company over $30 million, and increased service levels from 92 percent prior to the implementation to over 95 percent afterwards.

Questions:

1. Why is parts inventory management so important at Southwest Airlines? What business processes are affected by the airline's ability or inability to have required parts on hand?

2. How did implementing the i2 software change the way Southwest ran its business?
3. Describe two decisions that were improved by implementing the i2 system.