

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020

Program: MBA(IB)
Subject/Course: ILSCM
Course Code:LSCM7003

Semester : II
Max. Marks: 100
Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

		Marks	Cos
Q.1	Explain the concept of cross docking and its relevance in the distribution of Fast Moving Consumer Goods (FMCG) Industry. Also, contrast between push and pull view of supply chain with suitable examples.	20	CO1
Q.2	“There seems to be considerable anger against China made goods in India after Chinese aggression in Laddakh”. In light of above statement discuss protectionism policy in detail and give arguments in its favour. In addition, how it will affect the logistics and supply chain sector of India considering the substantial volumes of imports from China?	20	CO4
Q.3	The coronavirus crisis will fundamentally reshape global trade as companies look to reduce their dependence on Chinese manufacturing. This situation favours India as few companies are planning to move to India. Is India ready to take this opportunity? Discuss the role of rail infrastructure its present status and challenges of India. Please include role of Dedicated Freight Corridor Corporation (DFCC), CONCOR and private Container Train Operators (CTO).	20	CO3
Q.4a	Explain in detail, different types of products and the framework suggested by Marshall L. Fisher in his article “What is the right supply chain for your product?”.	20	CO1
Q.4b	Explain Licensing as a market entry strategy in International Business. Also, discuss advantages and disadvantages associated with licensing.		

Q.5	<p style="text-align: center;">Caselet</p> <p>Logistics Operations ABC Ltd. is the country's largest manufacturer of spun yarn with well-established market. ABC Ltd. has good reputation for quality and service. Their marketing department identified that the potential for global market is expanding rapidly and hence the company undertook exercise for expansion of the capacity for export market. The company formed team of Marketing and Materials department to study the global logistics possibilities. After extensive study, the team came up with a report on global logistics and submitted that global logistics is essentially same as domestic due to following similarities:</p> <ul style="list-style-type: none"> • The conceptual logistics framework of linking supply sources, plants, warehouses and customers is the same. • Both systems involve managing the movement and storage of products. • Information is critical to effective provision of customer service, management of inventory, vendor product and cost control. • The functional processes of inventory management, warehousing, order processing, carrier selection, procurement, and vendor payment are required for both. • Economic and safety regulations exist for transportation. <p>The company had very economical and reliable transportation system in existence. For exports as well they decided to evaluate capabilities of their existing transporter and entrusted them with the job of transport till port. For customs formalities they engaged a good CHA after proper cost evaluation and entered into contract for freight with shipping company agent. The response for company's export was very good and the company could get as many as 15 customers within first two months and reached to a level of USD 250,000 per month by the end of first half of the year. Based on this response the export volumes were expected to grow to a level of USD 400,000 per month by the end of the year. When the review was made at the end of the year, company found that export volumes had in fact come down to the level of USD 120,000 which was much lower than it had reached in the first half of the year. The managing committee had an emergency meeting to discuss this and the export manager was entrusted with the task of identifying the reasons for this decline. Mr. Ganesh decided to visit the customers for getting the first hand information. When he discussed the matter with the customers, the feedback on the quality and price were good but the customers were very upset on the logistic services due to delayed shipments, frequent changes in shipping schedules, improper documentation, improper identifications, package sizes, losses due to transit damages etc. After coming back, the export manager checked the dispatch schedules and found</p>	20	CO3

	<p>that production and ex-works schedules were all proper. Then he studied the logistics systems and found that the logistics cost was very high and all the logistics people were de motivated due to overwork and were complaining of total lack of co-ordination and the system had become totally disorganised.</p>		
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Questions

a. Explain the problems experienced by ABC Ltd. What is the main cause of these problems?

b. What logistics model should the company go for to ensure proper operations of the company?

ANSWERS