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

Program: BBA (E-Business)   **Semester :** IV
Subject/Course: Logistics & Supply Chain Management   **Max. Marks:** 100
Course Code: LSCM 2002   **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.*

Qs. No.	Select any five questions to answer; and answer all parts of the selected questions.	Marks	COs
Q.1	Describe the logistics operations of a supply chain dealing with dairy products, keeping retailer is in the Tier-1. [Drawing/Designing is Optional.] Then describe how the following supply chain process cycles operate in it – Customer Order Cycle Replenishment Cycle Manufacturing Cycle Procurement Cycle	[8] [12]	1 4
Q.2	Select a product which is sold by both brick and mortal retailers as well as e-business. Compare the changing roles of drivers in both the supply chains.	[20]	4
Q.3	Select a product from your daily consumption, like milk, butter or chocolate. Assume suitable data to determine the supply chain lengths for 2 companies offering similar products. Suggest some means to improve their performance in terms of Order Delivery Time, Responsiveness, Delivery Reliability, and Product Variety as applicable.	[20]	4
Q.4	As a materials manager of an automobile company, if you are allowed to use ABC, VED, FSN analysis; which one(s) you will use for the spare parts management in your company and why.	[20]	3
Q.5	What is the most optimal order of performing the following warehousing operations. Justify, if you want to change the given order of operations i.e. Picking, Receiving, Storing, Packing, Shipping, Put-away. There are two companies operating in a sector one is local the other one is an MNC. In a particular financial quarter, they achieved the sales figures of ₹4, 00, 000 and	[10] [10]	2 3

	$8,000. During the same period their inventories worth in the range of ₹6,000 to ₹10,000 and $300 to $500 respectively. Analyze and indicate the company which performs better, with the given data only.		
Q.6	Looking at the COVID-19 pandemic, assuming yourself in the role of a chief manger in the public distribution system, in the calendar of March-20, suggest the transportation modes, warehousing and an overall logistics and supply chain system to ensure the efficient distribution of essential goods in India. [Hint: Best use of all chapter knowledge in the answer, like a multi-vitamin capsule.]	[20]	4

ANSWERS