



UNIVERSITY WITH A PURPOSE

Name:
Enrolment No:

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – July, 2020

Program: BBA (DM, AIS, AVO, Core, AM, E-Business)
Subject/Course: Introduction to Logistics (Open Elective)
Course Code: LSCM 1001

Semester: IV
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.

Qs. No.	Select any five questions to answer; and answer all parts of the selected questions.	Marks	COs
1.	In what way do supply chain flows affect the success or failure of a firm like flipkart? List two supply chain decisions that have a significant impact on supply chain profitability?	20	1
2	Discuss direct shipment, milk run and shipment via distribution center strategies in transportation with suitable examples? Also elaborate each of these strategies with respect to taking example of any India company?	20	2
3	Give arguments to support the statement that Big-Bazaar has achieved very good strategic fit between its competitive and supply chain strategies?	20	3
4	You have been appointed as a warehouse manager by your company. The company has decided to open a warehouse, as a warehouse manager what factors you are going to consider while selecting the location. Explain each factors with appropriate reason?	20	3
5	Discuss the various transport challenges faced by FMCG companies in India?	20	2
6	Justify the statement “Inventory is considered as the biggest culprit for the industry as well as boon” with appropriate example, also state the various inventory management techniques used by to support the statement?	20	4

ANSWERS