

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination December, 2023**

**Course: E-Commerce Logistics**

**Programme: BBA(LM)**

**Time: 03 hrs.**

**Semester: III**

**Course Code: LSCM2020**

**Max. Marks: 100**

**Instructions: All sections are compulsory & this question paper carries 4 sections.**

**Section – A (20 Marks)**  
**Attempt all questions in this section.**

**Marks**

**CO**

Q-1

**Very short answers-**

**2\*5=10**

**Full Forms.**

1. SOP

**2**

**CO1**

2. 3PL

**2**

**CO1**

3. FMCG

**2**

**CO1**

4. EOQ

**2**

**CO1**

5. VMI

**2**

**CO1**

**Fill in the blanks-**

**2\*5=10**

**CO**

1. \_\_\_\_\_ is the process where a carrier or a shipping company combines several smaller shipments into one full container.

**2**

**CO1**

2. Working according to the \_\_\_\_\_ principle means that the First goods to be stocked are the first goods to be removed.

**2**

**CO1**

3. \_\_\_\_\_ is the practice of unloading goods from inbound delivery vehicles and loading them directly onto outbound vehicles.

**2**

**CO1**

4. \_\_\_\_\_ is the network structure for the distribution network where no intermediate warehouse is needed.

**2**

**CO1**

5. Dell is an example of \_\_\_\_\_ view of supply chain

**2**

**CO1**

**Section – B (20 Marks)**

**Attempt any four questions in this section, each carries 5 marks (5\*4=20 marks)  
Write a short note on any four**

Q.2	Cross docking	5	CO2
Q.3	POD	5	CO2
Q.4	Incoterms	5	CO2
Q.5	Freight Forwarder	5	CO2
Q.6	Demand Forecasting	5	CO2

**Section – C (30 Marks)**

**Attempt any 3 questions, each question carries 10 marks (10\*3=30 marks)**

Q -7	What is Multi Modal Transportation? Explain its significance for an Ecommerce company in detail.	10	CO4
Q-8	Define Contract Manufacturing. Explain its Risk-Benefit framework in detail.	10	CO2
Q-9	What is VMI. How an Ecommerce company can use VMI as a competitive advantage over its market competitors.	10	CO4
Q-10	Draw the diagram of different Transportations Network Structures and differentiate on the basis of advantages and disadvantages of them.	10	CO3

**SECTION-D**

**Answer the following**

**(15\*2=30 marks)**

Q-7	Define Outsourcing. Explain its advantages and disadvantages. How outsourcing can be a key to be a successful Ecommerce Company.	15	CO3
Q-8	Assuming you are working as a supply chain expert for a Ecommerce Indian company which has good market penetration upto tier 4 cities and remote towns. The company's procurement is from all the different parts of India. At present it has 1 mother hub, 5 zonal hubs and each zonal hub has 5 regional distribution centers. It has two logistical division, one for fresh goods and the other for return.	5	CO4
	a) Draw the detailed existing distribution network model. Explain the same in detail.	5	CO4
	b) List all the logistical challenges which you think the company is facing and write their solution which you would like to implement in order to overcome the challenges.	5	CO4
	c) Suggest and draw a new distribution network model and justify the same.	5	CO4