

Roll No: -----



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, Dec 2019**

**Program: BBA LM**  
**Subject (Course): Agri-Logistics**  
**Course Code : LSCM 3010**  
**No. of page/s: 3**

**Semester – III**  
**Max. Marks : 100**  
**Duration : 3 Hrs**

<b>SECTION A (Attempt all)</b>		<b>[10x2 = 20 marks]</b>
<b>Q1.</b> Logistics derived from French word _____ means art of war pertaining to movement and supply of armies.	2	CO1
<b>Q2.</b> What is the other name of 4PL _____	2	CO3
<b>Q3.</b> The slowest mode of transportation is _____. a) Waterways b) Roadways c) Airways d) Railways	2	CO3
<b>Q4.</b> _____ is a pricing strategy in which a marketer sets a relatively high initial price for a product or service at first, then lowers the price over time. a) Skimming Price b) Competitive Price c) Every Day Low Pricing d) Both a) and b).	2	CO2
<b>Q5.</b> Which type of industry use HORECA and it implies?	2	CO2
<b>Q6.</b> SKU's stands for _____.	2	CO1
<b>Q7.</b> What is the role of ITC e-Choupal?	2	CO4
<b>Q8.</b> Who is SFAC and under which Department it comes?	2	CO4
<b>Q9.</b> Packaging types are: a) _____ b) Secondary c) _____	2	CO2
<b>Q10.</b> A _____ is an unbiased assessment by an independent party of all aspects of a client's supply chain system, including supplier and customer relations, planning procedures, document flow, logistics infrastructure, quality control and correspondence of logistics costs to local market conditions. a) Logistics Mix b) Logistics Functions c) Logistical Packaging d) Logistics Audit	2	CO1

**SECTION B (Attempt any four)** **[4x5 = 20 marks]**

**Q11.** Write short notes on any four:

- A) Post Harvesting Loss in Agricultural Value Chain'
- B) Virtual Warehouses
- C) Contract Farming
- D) Freight Management
- E) Cold Chain Logistics

CO1,  
CO2,  
CO3,  
CO4,  
CO5

**SECTION C (Attempt all)** **[3x10 = 30 marks]**

**Q12.** Discuss in brief:

- a) HACCP
- b) FSSAI

10

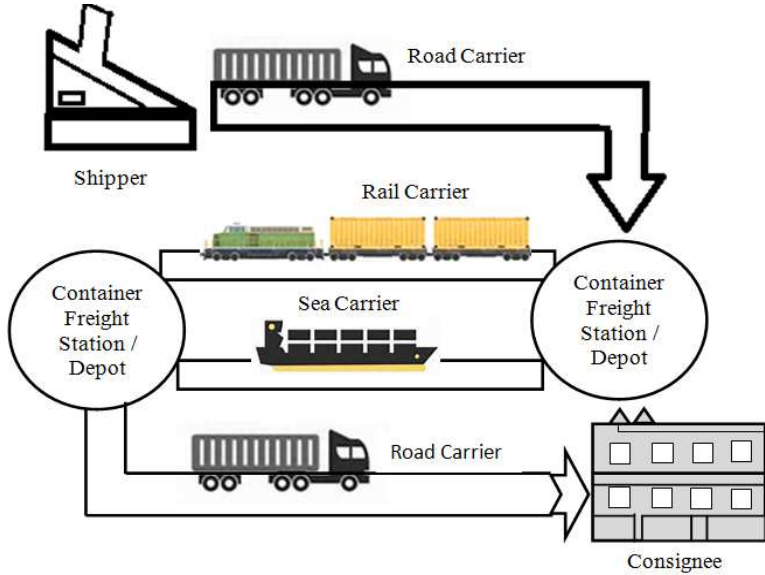
CO4

**Q13.** Why both internal and external performance measures are important for the logistics system to be effective and efficient?

10

CO3

**Q14.**



10

CO2

Answer the following:

- a) What is your understanding from the figure? Discuss it.
- b) Identify different single modes of transportation and its combinations.

**SECTION D (Compulsory)**

**GCMMF (AMUL) – Managing Logistics to Align customer Demands**

Gujarat Cooperative Milk Marketing Federation (GCMMF) is the largest food products marketing organization in India. It is a state-level apex body of milk cooperatives in Gujarat, which aims to provide remunerative returns to farmers and also serves the interest of consumers by providing quality products and value for their money. It had Amul as the flagship brand, which is a market leader in milk products. The annual sales turnover of GCMMF in 2009-10 was INR 8005 crores.

The product mix includes bread spread, powder milk, cheese, dessert, health drink and fresh milk. The State Marketing Federation comprises all 17 dairies, 10,675 villages and 2.2 million milk producers in Gujarat State. The value chain of GCMMF is shown in Figure 1.

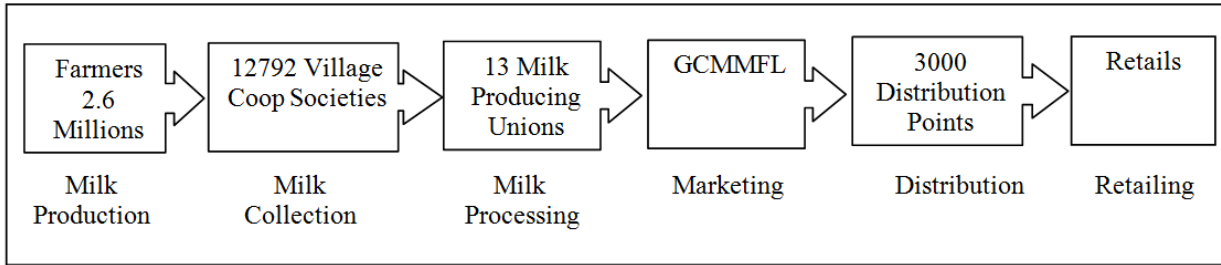


Fig. 1 GCMMF value chain

GCMMF has a very wide network of milk collection. It requires management of a very complex logistics of collection from members spread over wider geographical area, weighing the milk at collection points, determining the fat content and calculation of purchase price. The logistics of milk collection makes it further difficult owing to the limitations in delivering the milk within eight hours to the dairy for processing to avoid decay. The job of milk collection has been outsourced to third-party logistics service suppliers (3PLs). The supply chain operations are carried out with military-like precision using Information Technology. Over 3000 Automatic Milk Collection System Units (AMCUS) have been installed at village societies. AMCUS helps in collecting 2.8 billion liters of milk from 2.6 million members. AMCUS also helps monitoring and managing collection cycle, reduction in pilferages, reduced human errors, on-the-spot payments to farmers, wastage reduction, transparency of operation and operational integration. AMCUS schedules the “Milk Runs” using operation research techniques for route planning and maximum asset (milk truck tanker) utilization considering the limitation of law milk life. The distribution of dairy (finished) products is done nationwide through 47 depots using a network of 3000 dealers to serve 500,000 retailers. Another milestone in e-commerce and e-logistics by GCMMF is Amul’s cyberstore gifting service is capable of servicing consumer in more than 125 cities through the distributor’ network connected through Amul’s network.

**Answer the following questions:**

**Q15.** Explain the major issues in logistics of milk collection.

**Q16.** How GCMMF is adding value in its supply chain process through logistics activities?

**Q17.** Discuss the role of IT in the success of logistics activities of GCMMF.

10+10+10

CO2,  
CO3,  
CO4