



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) May, 2021

Program: BBA (LSCM)
Subject/Course: Logistics and Supply Chain Management
Course Code: LSCM2002

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

IMPORTANT INSTRUCTIONS

Section A(30marks)

- 1. Each Question will carry 5 Marks*
- 2. Instruction: Complete the statement / Select the correct answer(s)*

	Short answers	COs
1	Mention four Demand forecasting techniques.	CO1
2	True or False a. Logistics management and Supply Chain Management are two different things. b. Outbound logistics is also called upstream logistics.	CO1
3	What is the role of 3 rd Party Logistics?	CO1
4	What is the aim of Logistics in Supply Chain Management?	CO2
5	Mention seven R's of Logistics Management	CO1
6	Mention two ways in which stock is dispatched from the warehouse.(Only names to be mentioned)	CO1

Section B(50 marks)

- 1. Each question will carry 10 marks*
- 2. Instruction: Write short / brief notes*

7	What is the role of IoT in Logistics Management?	CO2
8	What is 1PL, 2PL, 3PL, 4PL and 5PL?	CO3
9	What are the advantages and disadvantages of different modes of transportation?	CO3
10	What are the benefits of forecasting in Logistics Management?	CO4
11	Design a strategy for Supply Chain of perishable products? (using IoT, AI, etc.)	CO4

Section C

Attempt any one

This Question carries 20 Marks.

12	<p style="text-align: center;">Case-let</p> <p>The management of Yummy Noodles Company was contemplating on introducing 200 grams' pack of savory noodles into the Indian market at Rs. 10 per pack. This was only for one month which was construed to be as a test marketing period. During this period, the Company wanted to have a "blitz" strategy of flooding the market with their product. In the subsequent month, the management of Yummy Noodles Company had planned to raise the price of the pack to Rs. 15, while the weight of the pack was to be fixed at 250 grams. A free gift in the form of a plastic bowl with a spoon was also planned. Two months before the launch of the actual production, the marketing department of the company brought out advertisements regarding the savory noodles. The advertisements were displayed on billboards, TV, radio, print media. Schools and colleges were also targeted to rope in students and children to buy the product. Production of the noodles was planned to be started along with the marketing program. The forecast of the number of expected packets that could be sold for the first month was around 75,000, and 1,25,000 for the second month. The production was required to be started earlier to meet the target of projected demand as well as to account for the changeover in the pack-size in the second month. You are appointed as a logistics consultant by the Company. You are required to guide the Company regarding the following</p> <ol style="list-style-type: none">a) The Company is very keen that its product must be well-received in the market. What coordination is required between the production, marketing and other departments of the Company? (Note: You are required to spell-out the various departments that are expected to be required in the Company)b) Explain the role of the Logistics Department in the introductory phase. [Note: This pertains to Logistics Planning and Process] <p style="text-align: center;">OR</p> <p>Explain the role of logistics management in FMCG company. How does it bring value for fast moving consumer goods (FMCG) organization with multiple product range?</p>	CO4
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