

- Note: 1) All questions carry equal marks.  
2) Figures to the right indicate marks.  
3) Use of simple calculator is allowed.

Q.1) Answer Any 2 of the following:

(15)

- What do you mean by Logistics? Explain various functions of Logistics.
- What is Supply Chain Management? Discuss participants involved in SC.M.
- From the following data calculate a 3 and 4 period moving average and forecast the demand for 11<sup>th</sup> month:

Period	1	2	3	4	5	6	7	8	9	10	11
Demand in units	120	110	90	115	125	115	120	125	135	125	?

Q.2) Answer Any 2 of the following:

(15)

- Explain merits and demerits of Pipeline and Ropeways mode of transportation.
- Write a detailed note on Public and Private Warehouse.
- Discuss the principles and guidelines of Material Handling.

Q.3) Answer Any 2 of the following:

(15)

- What are the assumptions in EOQ model? M/s. Mahadev Enterprises consume 1000 units of a component annually. Price per unit is Rs. 20. Ordering cost per order is Rs. 200. Inventory carrying costs are estimated to be 20% of total inventory turnover. Determine Economic Order Quantity.
- Explain the term Logistical Costing with the help of Mission Based Costing.
- Discuss the elements for Internal Performance Measurement.

Q.4) Answer Any 2 of the following:

(15)

- Write a note on Unit Trains and Deep water ports.
- Distinguish between 3PL and 4PL.
- Explain the global issues and challenges in Logistics and Supply Chain Management.

Q.5) Read the following Case and answer the questions given below:

(15)

M/s. Lock Master is a supplier of Door locks, Handles and door stoppers in domestic as well as commercial markets. Due to tough competition in this field the sales of the company has gone down and this has affected the overall profitability of the company.

In one of the recent quarterly review meeting, The Area Sales Manager presented a Marketing and Distribution report in which he highlighted some core problem areas relating to sales staff. Most of the sales staff are new or very old who are not able to understand the latest models and innovative mechanism system used for the locks and other related products. This prevents them from

convincing and negotiating properly with various retailers, the sales techniques used by the employees is traditional and out dated. Less attention is given on the training of the sales staff, apart from this the company do not provide any discount for purchasing in bulk neither conducts any contest for the retailers like other competitors, and follow strict company policies for buying and selling. Due to all these reasons there is a decline in sales of their products.

Questions:

- 1) What are the problems in the above case study.
- 2) Suggest some strategies or solutions for the problems discussed in the case.
- 3) Explain the 7 R's of Customer Service.

\*\*\*\*\*