

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B.
1. Answer **all** the questions.
 2. The Marks are assigned on the R.H.S.
 3. Draw Illustrations, **diagrams** and **Schedules** wherever necessary.
 4. Use of **simple calculator** is allowed.

Q.1 A) Match the right and closely related answer from Column Y with the terms given in Column X. (Attempt Any 7 questions)

Column X	Column Y
1) Maritime Logistics	a) Basic activities of Forwarding Logistics like pick and pack, distribution and warehousing.
2) Customer Developer 3 PL	b) Single type of commodity carried
3) Information Flow in SCM	c) credit terms, payment schedules, discount information
4) Standard 3PL	d) Transport of liquids and Gases
5) Unit Train	e) Cost
6) Air Transport	f) transmitting orders and updating the status of delivery
7) Internal Performance Measure	g) 3PL integrates with customer firm and is highest level of 3 PL
8) Pipeline Transport	h) Customer Perction Measurement
9) External Performance Measure	i) Highly Expensive mode of transport
10) Financial Flow in SCM	j) Pirate attacks is the key fear

Q.1 B) Choose Correct Alternative. (Attempt Any 8 questions)

- 1) Following is not part of Logistics Performance Cycle (Total Logistics Cycle)
 - a) Product Life Cycle
 - b) Physical Distribution Cycle
 - c) Procurement Cycle
 - d) Manufacturing Support cycle
- 2) Commitment of the company is viewed as customer service
 - a) as a performance measure
 - b) as a philosophy
 - c) as an activity
 - d) All of the above
- 3) Inter modal transportation which combines air and Road
 - a) Fishy Back
 - b) Birdy Back
 - c) Land –Bridge
 - d) Piggy Back
- 4) The correct sequence of Warehouse operation cycle is
 - a) Pick, receive, store and ship
 - b) Pick, store, receive and ship
 - c) Receive, pick, store and ship
 - d) Receive, store, pick, and ship
- 5) The following is not related to Unitisation.
 - a) Containerisation
 - b) RO-RO
 - c) Palletisation
 - d) Water Transport

- C. Discuss the concept of integrated logistics with respect to Inbound, Outbound & Manufacturing Support Logistics. (8)
- D. Discuss RFID & EDI, and also explain their merits and demerits. (7)

Q.5 Write short notes on following. (Attempt Any 3 Questions out of 5)

15

1. 3PL Vs. 4PL
2. Logistics and 3Cs
3. Merits and Demerits of Air Transportation
4. Global Logistics Trends.
5. Benefits of Good packaging.

OR

Q. 5 Case Study – Read following case and attempt the given below questions.

Super Robots is a toy manufacturing company which is in the business for the past two decades. The manufacturing unit is situated in Mumbai, while its sales and marketing are spread over a large geographical area, especially in the major cities across the country. Over the years, a number of competitors have sprung in the field. Far from child's play, the company found that the toys' sector is a tough business. Some of the problems faced by it are:

- There is a massive sale during the festival seasons. If the company's product is delayed, the valuable market is missed.
- "Fashion" or "cult" status products influence the market. Any wrong decision in this matter, means loss of sale and build up of unwanted inventory.
- There are high marketing and promotional costs. If these programs go out, the sales drop massively
- Any misjudge of the market can also mean closing down of the company.
- The company has problems regarding stock holding at its distribution centers. This is mainly due to wrong inputs from feedbacks and improper surveys.
- The company relies mainly on hired fleet of road transport. The services are not up to the mark in terms of delivery schedules, safety of goods from pilferage/theft, and mishandling of product.
- Marketing strategies are far from adequate. They are not effective enough to counter the strategies adopted by the competitors.

You are called upon by the management of Super Robots to head their logistics operations. You are required to study and guide the company regarding the following matters.

- a) Warehousing at distribution centers and large retailers to cut down inventory costs plus other suggestions in order to reduce inventory carrying costs. (5)
- b) Advantages of outsourcing in terms of preparing girls' and boys' toys, toys in local languages, toys for different age ranges, packaging, effecting savings on damages/transport, responding fast to customers' requests, etc. (5)
- c) How to cut down cost on advertisement campaigns by alternative forms of spreading awareness? (5)
