

[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) Choose the Correct Alternative: (any 8) (08)

1. _____ refers to supply chain practices that strive to reduce energy and environmental footprints in terms of freight distribution.
(Inbound Logistics, Green Logistics, Outbound Logistics, SCM)
2. The downstream supply chain is: _____
(Exclusively inside an organization, involved with procurement of material from suppliers, the distribution of products or delivery of services to customers, buying raw materials)
3. RO-RO concept means: _____.
(Roll On-Ride Off, Ride On-Ride Off, Roll Off-Roll On, Roll On - Roll Off)
4. _____ is the disadvantage of Private Warehousing.
(Tax Benefits, Less Costly in long term, Flexibility, High start-up cost)
5. The _____ Order should also be complete in terms of all aspects of service from order receipt to delivery coupled with error free invoicing.
(Quick, Perfect, Small, Imperfect)
6. _____ is the cheapest mode of transportation over long distances.
(Water, Air, Rail, Road)
7. What does the acronym EDI stand for?
(Enterprise Data Information, Electronic Data Infrastructure, Enterprise Data Interchange, Electronic Data Interchange)
8. LASH means _____.
(Lighter Aboard Ship, Last Aboard Ship, Lighter Aboard System, Last Aboard System)
9. _____ is concerned with a firm's ability to satisfy customer's requirement in timely manner.
(Minimum Inventory, Rapid Response, Price stabilization, Quality)
10. Which of the following is not an area to responsibility for a logistics manager?
(Inventory, Marketing, Warehousing, Purchasing)

B. State whether the following statement is TRUE or FALSE (Attempt Any 7 Questions) (07)

1. Golden Quadrilateral refers to Highway network connecting four Metropolitan cities.
2. Containerisation provides ease of handling.
3. The primary purpose of logistical packaging is to prevent damage of the product.
4. Service quality is an internal measure of performance measurement

5. RFID Stands for Radio Frequency Inventory Distribution
6. Global SCM is only to do with International sourcing.
7. Recycling is not a part of Reverse logistics.
8. Birdy Back-is a combination of roadways and airways and is generally used in international shipments.
9. To prevent temporary storage in a warehouse, cross docking can be used.
10. ABC categorization is based on value and volume of the inventory

Q.2) a) Distinguish between Logistics and Supply chain management. (08)

b) Explain the concept of packaging also explain its functions and Advantages. (07)

OR

- c) From the following data, calculate a 3 period weighted moving averages from 4 th Month to 8 th Month, with weights as 3, 2 and 1. The largest weight is being assigned to most recent period and current Demand Value. (10)

Period (Month)	1	2	3	4	5	6	7	8
Demand in Units	160	170	190	200	220	230	250	?

d) Explain in detail Role of IT in Logistics. (05)

Q.3) a) Define and explain the concept of customer service also explain its elements (08)

b) What is Global supply chain? Illustrate its objectives and advantages. (07)

OR

c) Explain any 8 principles for designing efficient material handling systems. (08)

d) Compare public warehouse with private warehouse. (07)

Q.4) a) Define Buffer Stock, Safety Stock, Lead Time and Re-Order Stock Level (ROL).
Daily consumption of a raw material in the production process is 500 units. Lead time for delivery is 5 Days. Company's policy is to keep a safety stock equal to two day's daily consumption to guard against stock out. Calculate Re-Order Level. (08)

b) Distinguish between 3PL AND 4PL Logistics with suitable examples (07)

OR

c) Explain importance and Principles of Transportation. Also discuss Transportation functionality. (08)

d) What is logistical infrastructure? Explain Containerisation and its Benefits (07)

Q.5) A) Swayam Fabrics one of the leading brand in India for gents clothing, initially the company started marketing quality shirts and trousers for common man with reasonable pricing. The company adopted the policy of better products at affordable prices. Slowly and gradually company started catering middle and higher class gents' customers and also expanded their product range which included pants, suits and other men's accessories.

The philosophy of company is "Outsourcing". The cloth and thread are supplied by the company to garment factories and the labour is also outsourced. The quality control aspect of Swayam Fabrics is very careful, who ensures quality of finished products offered to the customers. The products are produced in standard size and in large quantities thereby availing the benefits of economies of scale.

There are about 40 company owned outlets in Mumbai. These outlets are fed by the company central store as per the orders received from the outlets. They use company owned tempos as a mode of transport for the inbound and outbound activities. Even though there are many brands of readymade garments available in the market, the company strongly believes that quality is their strength and don't want to compromise on this issue.

- a) Bring out the factors contributing to the success of Swayam Fabrics (07)
- b) What do you mean by 3PL? Explain its advantages and disadvantages. (08)

OR

B) Write short notes on: (any 3) (15)

- a) Activity Based Costing
 - b) Green Logistics
 - c) Logistics park
 - d) Merits and Demerits of Air Transportation
 - e) Reverse Logistics
-