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Question Paper Code	12270
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2023

Third Semester

Master of Business Administration

20MBO301 - SUPPLY CHAIN AND LOGISTICS MANAGEMENT

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|--|-------------------------------|
| 1. Define SCM. | <i>2,K1,CO1</i> |
| 2. Give a few examples of outsourcing in the Manufacturing sector. | <i>2,K1,CO1</i> |
| 3. State the factors that influence global supply chain decisions. | <i>2,K1,CO2</i> |
| 4. List out the phases in network design. | <i>2,K1,CO2</i> |
| 5. Describe the bullwhip effect with suitable examples. | <i>2,K2,CO3</i> |
| 6. Identify a suitable warehouse layout for bulk storage. | <i>2,K2,CO3</i> |
| 7. Distinguish 3PL and 4PL. | <i>2,K2,CO4</i> |
| 8. List out the issues in Multimodal Transportation. | <i>2,K1,CO4</i> |
| 9. State the reasons to link CRM with SCM. | <i>2,K1,CO5</i> |
| 10. Recall the elements of the Logistics Information System. | <i>2,K1,CO5</i> |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

- | | |
|---|------------------|
| 11. a) Explain the Supply Chain Management Perspectives in managerial decisions with examples. | <i>13,K2,CO1</i> |
| OR | |
| b) Explain the evolution of supply chain management. | <i>13,K2,CO1</i> |
| 12. a) “Many companies find that value-added logistical services help their supply chain to a competitive edge” Elucidate. | <i>13,K2,CO2</i> |
| OR | |
| b) Explain the decision-making environments for supply chain networks under uncertainty. | <i>13,K2,CO2</i> |
| 13. a) How would you go about creating a warehousing chain across the country? Explain the scope, challenges, and barriers in building the service chain. | <i>13,K3,CO3</i> |

OR

- b) Analyze and prepare a list of Cold Chain Issues that you may have to address for properly managing the Cold Chain System for domestic fresh sea food trade. *13,K3,CO3*

14. a) Examine the impact of the 2023 National Logistics Policy (NLP) on sustainability and competitiveness within the logistics sector. *13,K4,CO4*

OR

- b) "Industrial packaging is essential for products, serving as a prerequisite and a vital logistics activity. It plays a crucial role in preparing items for transport, storage, and distribution within the supply chain." – Examine. *13,K4,CO4*

15. a) "Reverse logistics, though considered a drain on the company's profits, can be leveraged as a tool for customer satisfaction in today's competitive markets" Elucidate. *13,K2,CO5*

OR

- b) Explain how "green logistics" strategies can be tuned to a "Product life cycle" approach adopted by companies. *13,K2,CO5*

PART - C (1 × 15 = 15 Marks)

Case Study (Compulsory)

16. a) **Case Study:-** *15,K4,CO5*

Gati Ltd started in 1989 as a cargo management company and has emerged as a leading express cargo company and a pioneer in distribution and supply chain management solutions in India and Asia Pacific regions. Gati had a professional strength of 6400 dedicated employees and a turnover of INR 751 crores in the year 2009–10. It is well ahead in identifying the segmental logistics needs of the Indian markets and providing value-added services to its demanding customers in retail and other sectors. Integration of the latest and best technological innovations in the service and support network comprises the business philosophy of Gati. It has headquarters in Secunderabad, Andhra Pradesh, and an office in Singapore. Recently, Gati has also ventured into the cold-chain network. In a span of 18 years, Gati has explored various ways of providing premium value to customers, thereby setting benchmarks in service quality and customer satisfaction with the help of value-added logistics solutions.

Gati Air Express specializes in delivering shipments across major locations on the very next day of the order, even during business hours. Some of the prime locations get delivery of the order even before noon sets in. A fleet of dedicated freighters (cargo planes) that fly during the night and a seamless multimodal network that goes

down to the last mile to ensure that shipments arrive on time make this task possible. Gati has promised its customers that freight would be refunded if the assured timelines are not met by the company.

Gati is equipped with over 4000 vehicles on road covering 594 out of 608 districts in India. It also has mechatronic as well as warehousing facilities of 1.5 million sq. ft. across all major cities. This helps them in offering world-class single-window solutions to customers. In 1996, Gati tied up with Indian Airlines to facilitate speedier delivery of shipments. This 12-year-old relationship has now been further strengthened with the launch of the co-branded (Air India Gati) air cargo and courier service leading to delivering valuable services to the customers from the synergies of the two majors in air and surface networks.

Gati's advantage of seamless connectivity across air, road, ocean, and rail has resulted in a plethora of offerings to the customers, which are unmatched in the industry. Besides having a strong network in India, Gati also has a strong market presence in the Asia Pacific region and SAARC countries. Today, Gati has offices in China, Singapore, Japan, Dubai, Hong Kong, Thailand, Nepal, and Sri Lanka and has plans to foray into other markets. Through its nationwide logistics network, GATI AIR EXPRESS promises next-day before noon delivery to certain locations, particularly the metro cities and national business centers. However, in other locations (B-grade cities) the services are for next-day delivery.

Questions

- a) What are the value additions that Gati offered in its logistics services to customers?
- b) How could Gati get seamless connectivity in its logistics activities?