

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN

Course Code

Third Semester MBA Degree Examinations, April 2023
BASICS OF LOGISTICS & SUPPLY CHAIN MANAGEMENT

Duration: 3 hrs

Max. Marks: 100

- Note:* 1. Answer any FOUR full questions from Question No. 1 to 7.
2. Question No. 8 is compulsory
3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. What do you mean by business logistics with its application?	03	(1 : 1 : 1)
	b. Explain by analyzing the stage of supply chain management.	07	(2 : 1 : 1)
	c. Summarize supply chain management's best practices in modern era.	10	(2 : 1 : 1)
2.	a. What do you mean by supply chain management with its application?	03	(1 : 2 : 2)
	b. Illustrate the advantages a disadvantage of containerization.	07	(2 : 2 : 2)
	c. Examine the functions of logistic management.	10	(4 : 2 : 2)
3.	a. Annotate the concept 'Bullwhip effect' of SCM.	03	(2 : 3 : 1)
	b. Explain the management process of Supply Chain Operations Reference Model (SCOR).	07	(2 : 3 : 1)
	c. Evaluate balance score model used to make analysis of performance in SC.	10	(2 : 3 : 1)
4.	a. Explain the term 'Containerization' in your own words.	03	(2 : 4 : 4)
	b. Illustrate the different modes of transport available for logistic transportation in domestic.	07	(2 : 4 : 4)
	c. Examine the issues and challenges related to distribution in logistic management.	10	(2 : 4 : 4)
5.	a. Define the concept 'Cross-docking' with appropriate example.	03	(1 : 5 : 5)
	b. Formulate the challenges in establishing a global supply chain.	07	(2 : 5 : 5)
	c. Identify the different types of bench marking strategies and explain with illustration.	10	(3 : 5 : 5)
6.	a. What do you mean by Activity Based Costing (ABC) and write its uses.	03	(1 : 1 : 1)
	b. Identify the different options to improve supply chain sustainability.	07	(2 : 1 : 1)

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO– Programme Outcome)

- c. Identify the steps in reverse logistic process for the business use. **10** (2 :1 : 1)
- 7. a. Simplify the term Third Party Logistics (3PL). **03** (2 :2 : 2)
- b. Explain the functions components of CRM. **07** (2 :2 : 2)
- c. Identify and explain the different types of warehouse. **10** (3 :2 : 2)

8. **Case Study**

GUCCI, the world’s leading brand, has voluntarily launched its worldwide eco-friendly program to reduce the dependence on materials and use 100% recyclable paper in packaging. This 90-year-old company during its 90th anniversary in 2011 has taken this important action towards environmental responsibility. The shopping bag is 100% recyclable and Forest Stewardship Council (FSC) certified. FSC certificate verifies that all trees used to create paper bags and boxes come from well-managed forests. All stages in production process comply with FSC standards. In addition, GUCCI is also rationalizing its packaging to limit the excess. For example, shoes will be packed in one flannel instead of two. Gift boxes will only be given out when requested. All mannequins will be replaced by 100% recyclable material. GUCCI took a leadership position in industry by voluntarily initiating the process of certification for CRS (SA 8000)

- a. Evaluate the strategies of GUCCI. **05** (3 :3 : 4)
- b. How does green logistics help international brand GUCCI to sustain in the global market. Justify. **10** (3 :3 : 5)
- c. Examine the pros and cons of green logistics. **05** (4 :3 : 5)

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