

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**Online End Semester Examination, Dec 2020**

**Course:** Logistics & Supply Chain Management

**Program:** BBA (Digital Marketing)

**Course Code:** LSCM 2002

**Semester:** III

**Time:** 180 Minutes

**Max. Marks:** 100

Section-A	Answer all <u>six</u> questions. Each question carry <u>five</u> marks [30 Marks]	COs
Q1	Functional products are associated with high profit margins. [True or False]	CO1
A	True	
B	False	
Q2	Risk-hedging supply chains are associated with _____. [Select right answer.]	CO1
A	high-demand uncertainty	
B	Medium-demand uncertainty	
C	low-demand uncertainty	
Q3	SCOR stands for _____. [Fill in the blank.]	CO1
Q4	Unit of measuring the <i>Value Density</i> is _____. [Fill in the blank.]	CO1
Q5	Digital Supply Chain uses _____ applications in it. [Select right answer.]	CO1
A	IT	
B	ICT	
C	IoT	
D	All of these	
E	None of these	
Q6	Supply chain performance is improved by _____. [Select right answer.]	CO1
A	Optimization	
B	Integration	
C	Both	
D	none of these	

<b>Section-B</b>	<b>Answer all <u>five</u> questions. Each question carry <u>ten</u> marks [50 Marks]</b>	<b>COs</b>
Q7	Write the similarities and dissimilarities between <i>Supply Chain</i> and <i>Value Chain</i> .	CO1
Q8	Write a short note on <i>Supply Chain Drivers</i> .	CO1
Q9	List and explain the functions of <i>Logistics Mix</i> recommended by Martin Christopher.	CO2
Q10	Explain ABC analysis of inventories and its benefit to a supply chain.	CO2
Q11	Compare the roles of <i>Logistics Management</i> and <i>Supply Chain Management</i> with respect to a particular business.	CO3
<b>Section-C</b>	<b>Answer the given question, which carries <u>twenty</u> marks. [20 Marks]</b>	<b>COs</b>
Q12	What are different types of warehouses and based on their characteristics, explain which one is suitable for which type of business.	4
	OR	
	<p>While formulating the long term strategy, Bow Jiden, the CEO of a company closely studies the rivalry company headed by Tonal Drumph. As a senior inventory analyst of Orac Bomama Consulting Co., compare their inventory performance by looking at the details given below.</p> <p><u>Bow Jiden's Co.</u> –  Exported FG in last four years = \$84.5 million  Minimum and Maximum stock maintained during this period = \$4.86 million and \$4.96 million</p> <p><u>Tonal Drumph's Co.</u> –  Exported FG in last four years = \$38.5 million  Minimum and Maximum stock maintained during this period = \$4.38 million and \$4.43 million</p> <p>Further, given the choice of practicing ABC and FSN inventory analysis to both companies in the fifth year, according to you, which company should practice what and why?</p>	4