



UNIVERSITY WITH A PURPOSE

**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**

**End Semester Examination (Online) May, 2021**

**Program: MBA (LSCM)**  
**Subject/Course: Logistics Planning and Strategy**  
**Course Code: LSCM7005**

**Semester: II**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**IMPORTANT INSTRUCTIONS**

**Section A(30marks)**

- 1. Each Question will carry 5 Marks*
- 2. Instruction: Complete the statement / Select the correct answer(s)*

	<b>Short answers</b>	<b>COs</b>
<b>1</b>	Mention four Demand forecasting techniques.	<b>CO1</b>
<b>2</b>	True or False <b>a.</b> Reduction of inventory is a key objective of logistics management. <b>b.</b> Outbound logistics is also called upstream logistics.	<b>CO1</b>
<b>3</b>	Which provider is most commonly used by companies to help handle standard transport and logistics functions in SCM? Why?	<b>CO1</b>
<b>4</b>	What are the objectives of logistics management? Also explain the functions of logistics.	<b>CO2</b>
<b>5</b>	Mention seven R's of Logistics Management	<b>CO1</b>
<b>6</b>	Mention two ways in which stock is dispatched from the warehouse.(Only names to be mentioned)	<b>CO1</b>

**Section B(50 marks)**

- 1. Each question will carry 10 marks*
- 2. Instruction: Write short / brief notes*

<b>7</b>	What is the difference between Supply Chain Management and Logistics Management? What are "Push" and "Pull" supply chain management strategies?	<b>CO2</b>
<b>8</b>	What is 1PL, 2PL, 3PL, 4PL and 5PL?	<b>CO3</b>
<b>9</b>	How is eCommerce changing logistics? What are the most important logistics KPI used to drive process improvement?	<b>CO3</b>
<b>10</b>	Define the logistics management and process involved in it?	<b>CO4</b>
<b>11</b>	What are the benefits of logistics planning?	<b>CO4</b>

**Section C**

**Attempt any one**

*This Question carries 20 Marks.*

Case-let

The management of Yummy Noodles Company was contemplating on introducing 200 grams' pack of savory noodles into the Indian market at Rs. 10 per pack. This was only for one month which was construed to be as a test marketing period. During this period, the Company wanted to have a "blitz" strategy of flooding the market with their product. In the subsequent month, the management of Yummy Noodles Company had planned to raise the price of the pack to Rs. 15, while the weight of the pack was to be fixed at 250 grams. A free gift in the form of a plastic bowl with a spoon was also planned. Two months before the launch of the actual production, the marketing department of the company brought out advertisements regarding the savory noodles. The advertisements were displayed on bill-boards, TV, radio, print media. Schools and colleges were also targeted to rope in students and children to buy the product. Production of the noodles was planned to be started along with the marketing program. The forecast of the number of expected packets that could be sold for the first month was around 75,000, and 1,25,000 for the second month. The production was required to be started earlier to meet the target of projected demand as well as to account for the changeover in the pack-size in the second month. You are appointed as a logistics consultant by the Company. You are required to guide the Company regarding the following

- a) The Company is very keen that its product must be well-received in the market. What coordination is required between the production, marketing and other departments of the Company? (Note: You are required to spell-out the various departments that are expected to be required in the Company)
- b) Explain the role of the Logistics Department in the introductory phase. [Note: This pertains to Logistics Planning and Process]

**OR**

Explain the role of logistics management in FMCG company. How does it bring value for fast moving consumer goods (FMCG) organization with multiple product range?

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CO4