

**Code No: 13MBA2027****ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)****MBA IV Semester Regular Examinations, May/June – 2015****LOGISTICS AND SUPPLY CHAIN MANAGEMENT****Time: 3 Hours****Max. Marks: 60**

**Answer any FIVE questions  
All questions carry equal marks  
Question No.8 is Compulsory.**

1. Define the Supply chain management? What are the focus areas in supply chain management in customer service?
2. Principles of logistics costing. Impact of logistics on share holder. Activity based costing?
3. Elucidate the role of performance indicators in logistics. Pricing in the supply chain.
4. Define transportation documentation? What are the basic transportation economies in pricing?
5. Define Bullwhip effect. Role of IT in supply chain management.
6. Define Global supply chain. Explain the views of global logistics economy and Global operating levels.
7. Write a short note on the
  - i. Bench Marking
  - ii. Value added services
  - iii. Global alliances.

**8. CASE STUDY:****Transportation and Warehousing Facilities at Gati**

The caselet describes the various steps taken by Gati to provide effective logistics solutions to its customers. The company focused on providing both transportation services and arehousing facilities. The case let focuses on two logistics solutions - 'Gati Logistics Package' and 'Gati Trucking Solutions'. The various modes of transport used by Gati in the form of multi-modal connectivity are highlighted along with the company's effort to develop an efficient warehousing network through the launch of gati@web.

Need for customer centric cargo management solutions to overcome competition utility of modern product storage systems effective use of multimodal connectivity importance of logistics solutions implementing an efficient warehouse network.

**Code No: 13MBA2027****Introduction**

Indian businesses have become very competitive, quick, efficient, and flexible in order to stay ahead of competitors. An efficient logistics system is one way to achieve this advantage, and companies across industries have realized that a good logistics system brings not only substantial savings, but can also drive a company to the top slot.

Manufacturing companies outsource their logistics requirements to third party logistics (3PL) service providers who look into supply chain activities like compilation of order and dispatch planning, physical transportation, in-transit monitoring, confirmation of deliveries, payment to transporters and providing Management Information Systems (MIS) to the client

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**Questions for Discussion:**

- i. Discuss the transportation facilities of Gati. In this context, explain briefly the factors that should be taken into account while making transportation decisions in supply chain management.
- ii. Discuss the warehousing facilities developed by Gati. What was the rationale in implementing gati@web as part of Gati's business strategy?