

Enrolment No.....



Faculty of Management Studies
End Sem Examination May-2024

MS3ET10

Global Logistics & Supply Chain Management

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. What is the primary objective of logistics management? **1**
 (a) Maximizing sales revenue
 (b) Minimizing production costs
 (c) Minimizing the total cost of logistics activities
 (d) Maximizing employee satisfaction
- ii. Which of the following is NOT a key component of logistics management? **1**
 (a) Inventory management
 (b) Transportation
 (c) Human resource management
 (d) Warehousing
- iii. What is the primary objective of logistics management in the shipping industry? **1**
 (a) Maximizing vessel speed
 (b) Minimizing port fees
 (c) Maximizing cargo security
 (d) Optimizing the flow of goods and information
- iv. Which of the following is NOT a key challenge in logistics management within the shipping industry? **1**
 (a) Port congestion (b) Cargo theft
 (c) Vessel design (d) Supply chain visibility
- v. IATA was formed in the year- **1**
 (a) 1940 (b) 1950 (c) 1945 (d) 1919

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vi.	Which of the following is NOT a key component of supply chain management in air transport?	1
	(a) Air traffic control (b) Airport operations (c) Aircraft maintenance (d) Inventory management	
vii.	Moving goods from suppliers to the production unit is called as _____.	1
	(a) Downstream (b) Upstream (c) Horizontal stream (d) None of these	
viii.	Proper inventory can save-	1
	(a) The Cost (b) Labour (c) Space (d) All of these	
ix.	What is the primary purpose of forecasting in supply chain management?	1
	(a) To predict future demand for products or services (b) To minimize inventory costs (c) To optimize transportation routes (d) To maximize warehouse capacity	
x.	Which of the following factors is NOT typically considered in demand forecasting?	1
	(a) Historical sales data (b) Market trends (c) Seasonality (d) Current inventory levels	
Q.2	i. What is logistic System?	2
	ii. What is value chain? Give proper example.	3
	iii. What are the key drivers and benefits of logistic outsourcing?	5
OR	iv. What are various elements of logistic system? Explain with example.	5
Q.3	i. What is the concept of the Baltic freight exchange?	2
	ii. What are different types of ships in shipping industry?	8
OR	iii. How does containerization revolutionize the shipping industry, and what are its primary advantages?	8
Q.4	i. What are the advantages of air transport in comparison to other modes of transportation?	3
	ii. What is IATA (International Air Transport Association), and what role does it play in the air transport industry?	7

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OR	iii.	Discuss the importance of designing an International Information System in the context of air transport logistics. What are its main modules?	7
Q.5	i.	Define the concept of a supply chain and outline its scope in modern business operations.	4
	ii.	Identify and discuss the factors that influence distribution decisions in supply chain management.	6
OR	iii.	Discuss the importance of supply chain management in achieving organizational goals and maintaining competitive advantage.	6
Q.6		Attempt any two:	
	i.	Discuss the importance of pricing in supply chain management and its impact on various stakeholders within the supply chain.	5
	ii.	Why is coordination crucial for achieving supply chain efficiency and effectiveness? Explain.	5
	iii.	What are the advantages and disadvantages of push-based and pull-based supply chains?	5

Marking Scheme

Global Logistics & Supply Chain Management (T) - MS3ET10 (T)

Q.1	(i)	What is the primary objective of logistics management?	1
	c)	Minimizing the total cost of logistics activities	
	(ii)	Which of the following is NOT a key component of logistics management?	1
	c)	Human resource management	
	(iii)	What is the primary objective of logistics management in the shipping industry?	1
	d)	Optimizing the flow of goods and information	
	(iv)	Which of the following is NOT a key challenge in logistics management within the shipping industry?	1
	c)	Vessel design	
	(v)	IATA was formed in the year	1
	a)	1945	
	(vi)	Which of the following is NOT a key component of supply chain management in air transport?	1
	a)	Air traffic control	
	(vii)	Moving goods from suppliers to the production unit is called as.....	1
	b)	upstream	
	(viii)	Proper inventory can save	1
	d)	All of these	
	(ix)	What is the primary purpose of forecasting in supply chain management?	1
	a)	To predict future demand for products or services	
	(x)	Which of the following factors is NOT typically considered in demand forecasting?	1
	d)	Current inventory levels	

Q.2	i.	What is Logistic System?	2
	ii.	What is value chain? (2 marks) Give proper example. (1 marks)	3
	iii.	Key drivers - (2 marks) Benefits of Logistic outsourcing? (3 marks)	5
OR	iv.	What are various elements of logistic system-(4 marks) Explain with example (1 mark)	5
Q.3	i.	The Baltic Freight Exchange (2 marks)	2
	ii.	What are different types of ships in Shipping Industry?	8
OR	iii.	Containerization revolutionizes the shipping industry (4 marks) Its primary advantages (4 marks)	8
Q.4	i.	The advantages of air transport in comparison to other modes of transportation? -(3 marks)	3
	ii.	What is IATA (International Air Transport Association)- (3 marks) What role does it play in the air transport industry? (4 marks)	7
OR	iii.	Importance of designing an International Information System in the context of air transport logistics. (3 marks) What are its main modules? (4 marks)	7
Q.5	i.	Define the concept of a supply chain (2 marks) Its scope in modern business operations. (2 marks)	4
	ii.	Identify and discuss the factors that influence distribution decisions in supply chain management.	6
OR	iii.	Discuss the importance of supply chain management in achieving organizational goals and maintaining competitive advantage.	6
Q.6		Attempt any two:	
	i.	Discuss the importance of pricing in supply chain management and its impact on various stakeholders within the supply chain.	5
	ii.	Why is coordination crucial for achieving supply chain efficiency and effectiveness? Explain.	5

- iii. What are the advantages and disadvantages of push-based and pull-based supply chains? **5**
