

Enrollment No.....



Faculty of Management Studies

End Sem (Even) Examination May-2022

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.

- Q.1 i. The logistics is derived from the _____ word. **1**
 (a) Greek (b) Latin (c) Spanish (d) American
- ii. The concept of logistics has been systematically divided into- **1**
 (a) 2-phase (b) 3-phase (c) 4-phase (d) 5-phase
- iii. The freight broker's duty of acting for the actual ship owner in finding cargo for the vessel is- **1**
 (a) Chartering duty (b) Sale and purchase
 (c) Owner broker (d) Cabling broker
- iv. The head quarter of shipping corporation of India is located at- **1**
 (a) Chennai (b) Mumbai (c) Delhi (d) Kolkata
- v. IATA was formed in the year- **1**
 (a) 1940 (b) 1950 (c) 1945 (d) 1919
- vi. Reverse logistics is required because: **1**
 (a) Customer mind set (b) Defective goods
 (c) Unsold item (d) All of these
- 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 the..... **1**
 (a) The cost (b) Labours
 (c) Space (d) All of these
- ix. Plays important role in supply chain management. **1**
 (a) Finance (b) Marketing
 (c) Information system (d) None of these

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x.	The term supply chain management was first coined by _____. (a) Frankel & Paulraj (b) Peter Drucker (c) Keith Oliver (d) Philip Kotler	1
Q.2	i. Mention any three goals of global logistics.	3
	ii. Discuss the various elements of logistic system with examples.	5
OR	iii. What do you mean by logistics outsourcing? Also explain its drivers.	5
Q.3	i. Define the term “containerization”.	3
	ii. Elaborate the concept of shipping intermediaries with examples.	5
OR	iii. Briefly discuss any two types of containers.	5
Q.4	i. What is IATA? Define the role of IATA.	3
	ii. Discuss about airline transportation. What is direct and indirect distribution?	5
OR	iii. Summarize different types of air transportation and their usage.	5
Q.5	i. Define Supply chain and its scope.	2
	Attempt any two:	
	ii. Explain the mode of transportation and their performance in supply chain.	3
	iii. What are the factors which influence Distribution network in supply chain?	3
	iv. Explain Distribution network in supply chain.	3
Q.6	Attempt any two:	
	i. Push based verses Pull based supply chain	4
	ii. What type of network is best suited for highly differentiated products?	4
	iii. Which one of the distribution networks is typically best suited for commodity items?	4
Q.7	Case Study – “Starbucks” Starbucks is pretty much a household name, but like many of the most successful worldwide brands, the coffee-shop giant has been through its periods of supply chain pain. In fact, Starbucks leadership began to	

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have severe doubts about the company’s ability to supply its 16,700 outlets. As in most commercial sectors at that time, sales were falling. At the same time, though, supply chain costs rose by more than \$75 million.

Supply Chain Cost Reduction Challenges: When the supply chain executive team began investigating the rising costs and supply chain performance issues, they found that service was indeed falling short of expectations.

Findings included the following problems:

- (a) Fewer than 50% of outlet deliveries were arriving on time
- (b) Several poor outsourcing decisions had led to excessive 3PL expenses

The Path to Cost Reduction: Starbucks’ leadership had three main objectives in mind to achieve improved performance and supply chain cost reduction. These were to:

- (a) Reorganize the supply chain (b) Reduce cost to serve
- (c) Lay the groundwork for future capability in the supply chain

To meet these objectives, Starbucks divided all its supply chain functions into three main groups, known as “plan” “make” and “deliver”. It also opened a new production facility, bringing the total number of U.S. plants to four.

Next, the company set about terminating partnerships with all but its most effective 3PLs. It then began managing the remaining partners via a weekly scorecard system, aligned with renewed service level agreements.

Supply Chain Cost Management Results: By the time Starbucks had completed its transformation program, it had saved more than \$ 500 million.

Questions:

- (a) What are the supply chain challenges faced by Starbucks? **5**
- (b) How can Starbucks able to overcome all the challenges of Supply Chain. **5**

MS3ET10**Marking Scheme Global Logistics & Supply Chain Management**

Q.1	i.	The logistics is derived from the _____ word.		1
		(a) Greek		
	ii.	The concept of logistics has been systematically divided into-		1
		(a) 2-phase		
	iii.	The freight broker's duty of acting for the actual ship owner in finding cargo for the vessel is-		1
		(c) Owner broker		
	iv.	The head quarter of shipping corporation of India is located at-		1
		(b) Mumbai		
	v.	IATA was formed in the year-		1
		(c) 1945		
Q.2	vi.	Reverse logistics is required because:		1
		(d) All of these		
	vii.	Moving goods from suppliers to the production unit is called as.....		1
		(b) Upstream		
	viii.	Proper inventory can save the.....		1
		(d) All of these		
	ix. Plays important role in supply chain management.		1
		(c) Information system		
	x.	The term supply chain management was first coined by _____.		1
		(c) Keith Oliver		
Q.2	i.	Three goals of global logistics.		3
		1 mark of each (1 mark *3)		
Q.2	ii.	Various elements of logistic system with examples		5
		1 mark of each (1 mark *5)		
OR	iii.	Logistics outsourcing	2 marks	5
		Explain its drivers.	3 Marks	
Q.3	i.	Define the term "containerization".		3
		Any 3 points 1 mark for each (1 mark * 3)		
	ii.	Elaborate the concept of shipping intermediaries	4 marks	5
		With examples	1 mark	
OR	iii.	Briefly discuss any two types of containers		5

2.5 marks for each type

(2.5 marks *2)

Q.4	i.	What is IATA.	1 mark	3
		Define the role of IATA	2 marks	
Q.4	ii.	Discuss about airline transportation	2 marks	5
		What is direct and indirect distribution.	3 marks	
OR	iii.	Summarize different types of air transportation		5
			3 marks	
		Their usage	2 marks	
Q.5	i.	Define Supply chain	1 mark	2
		and its scope.	1 mark	
		Attempt any two:		
	ii.	Mode of transportation and their performance in supply chain.		3
		Any 3 modes with performance	3 marks	
	iii.	Factors which influence Distribution network in supply chain.		3
		Any 3 factors 1 mark for each (1 mark * 3)		
	iv.	Explain Distribution network in supply chain.		3
		Any 3 points 1 mark for each (1 mark * 3)		
Q.6		Attempt any two:		
	i.	Push based	2 marks	4
		Pull based supply chain	2 marks	
	ii.	Type of network is best suited for highly differentiated products.		4
		Any 4 points 1 mark for each (1 mark * 4)		
	iii.	Distribution networks is typically best suited for commodity items.		4
		Any 4 points 1 mark for each (1 mark * 4)		
Q.7		Case Study		
	(a)	Supply chain challenges faced by Starbucks		5
	(b)	Starbucks able to overcome all the challenges of Supply Chain.		5
