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Subject Code:- NOSCM101

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: IV - THEORY EXAMINATION (20 -20)

Subject: Introduction To Analytics To Logistics & Supply Chain Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. Cycle inventory exists in a supply chain because different stages exploit economies of scale to, (CO1, K2) 1
- (a) Lower total cost.
- (b) Increase total cost
- (c) Keeps total cost uniform
- (d) All of the above
- 1-b. Supply chain is viewed as (CO2, K2) 1
- (a) Nodes
- (b) Arcs
- (c) Network
- (d) All of the above
- 1-c. As the number of facilities in a supply chain increases, total facility costs (CO3, K2) 1
- (a) decrease.
- (b) increase.
- (c) increase to a point and then decrease.
- (d) decrease to a point and then increase.
- 1-d. Advantages of insourcing are, (CO4, K2) 1

- (a) Control over operations
 - (b) Faster decision making
 - (c) Tailored solutions.
 - (d) All of the above
- 1-e. In general, online sales outperform traditional brick and mortar retail sales along the dimension of (CO5, K2) 1
- (a) order fulfillment.
 - (b) trying before you buy.
 - (c) product returns.
 - (d) order status tracking.
2. Attempt all parts:-
- 2.a. Write in short what is meant by, Sustainability (CO1, K2) 2
- 2.b. Write an implemented case of last mile delivery. (CO2, K2) 2
- 2.c. What is meant by manufacturer/distributor storage with customer pickup? (CO3, K2) 2
- 2.d. For same day or next day delivery what type of network being used by the business? (CO4, K2) 2
- 2.e. Lisa rented her goats out to anyone interested in clearing underbrush the natural way on their acreage. She received a call from her client Mary on June 21 and delivered her herd of goats to the site on June 24. The goats were done on June 30 and Lisa presented Mary with an invoice the same day. Mary wrote Lisa a check on July 18 and Lisa cashed it on July 21. What was Lisa's days payable outstanding for Mary's job? Explain. (CO5, K4) 2

SECTION-B 15

3. Answer any three of the following:-

- 3-a. What is a Supply Chain? (CO1, K2) 5
- 3-b. Explain the need for reverse logistics. (CO2, K2) 5
- 3-c. What is a Bonded Warehouse and how it is different than a Public Warehouse? (CO3, K2) 5
- 3-d. Describe your understanding on clean tech & Net-Zero emissions. (CO4, K2) 5
- 3.e. Write about the six components of supply chain management. (CO5, K2) 5

SECTION-C 30

4. Answer any one of the following:-

- 4-a. A product is stocked at a retailer, the customer pulls the item from the shelf and the manufacturer never sees a customer order. What is this phenomenon called in inventory management. (CO1, K2) 6
- 4-b. A petroleum company wants to launch a new grade of advanced green fuel to the market. Its operating locations or nodes are not equipped to handle the new generation fuel. The new facilities will take time and capital expenditure. There is

a risk that competition will launch similar product if there is any delay.
Considering the situation what suggestion you may provide the company. (CO1, K4)

5. Answer any one of the following:-

- 5-a. India post plans to go digital. They handle huge number of parcel receipt and delivery per day across the country. Explain to the India Post management how parcel deliveries can be digitised. (CO2, K2) 6
- 5-b. A carpet manufacturer from Bhadohi, UP received a large order from a European firm. However, on a field inspection by the buyer at the location where the manufacturing was taking place, they expressed their concern on the implementation of green practices by pointing out material sourcing, manufacture, packaging etc. As a supply chain consultant help the company employees to educate them on the green supply chain management system. (CO2, K4) 6

6. Answer any one of the following:-

- 6-a. An online ecommerce company has announced the opening of convenience stores. The local traditional retail channels are worried. As a supply chain expert explain how both can complement each other. (CO3, K2) 6
- 6-b. Amazon has opened bookstores. How can these traditional retail channels networks allow Amazon to complement its online channel effectively? (CO3, K2) 6

7. Answer any one of the following:-

- 7-a. For some years now any major export orders are asking for proof from the company maintaining a green supply chain. Justify if it is different from the earlier supply chain management. (CO4, K2) 6
- 7-b. Shoppers Stop at the nearby mall don't count how many dresses were sold or are there at the store at the end of the day. They don't even have to send any request for replenishment for their warehouse. Can you explain how such automatic logistics is being carried out? (CO4, K4) 6

8. Answer any one of the following:-

- 8-a. A local popular electronic goods shop had been doing very flourishing business for the last five years. They want to expand and have decided to increase their facility to assemble white goods. As the manager of the business, you are aware that total logistics costs are the sum of inventory, transportation, and facility costs for a supply chain network. Can you explain the owner of the business what occurs as the number of facilities increases? (CO5, K4) 6
- 8-b. A retail outlet in UP was not ordering petrol for a week and went dry. The local news covered the inconvenience caused to the citizens. The divisional office got alerted and visited the site to notice that the dealer was in family legal dispute and did not devote time for the RO operation. As a supply chain expert could you suggest some solution to such situation? (CO5, K4) 6