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

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: III - THEORY EXAMINATION (2024 - 2025)(COP)

Subject: Introduction 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. In a pull system, production is initiated:CO1

1

- (a) Based on customer demand
- (b) Based on production forecasts
- (c) Based on supplier capabilities
- (d) Based on marketing promotions

1-b. Role technology play in modern logistics management:CO2

1

- (a) It has no impact on logistics efficiency.
- (b) It can improve supply chain visibility and tracking.
- (c) It only increases costs.
- (d) It decreases customer satisfaction.

1-c. Multimodal transportation involves the use of:CO3

1

- (a) Only one mode of transport
- (b) Multiple modes of transport for a single shipment
- (c) Two modes of transport in parallel
- (d) None of the above

1-d. The type of warehousing network design that focuses on having multiple warehouses strategically located close to major markets is:CO4

1

- (a) Centralized

(b)	Decentralized	
(c)	Hybrid	
(d)	Regionalized	
1-e.	_____ is not a strategy for implementing GSCM practices.CO5	1
(a)	Green procurement	
(b)	Reverse logistics	
(c)	Environmental exploitation	
(d)	Eco-design	
2.	Attempt all parts:-	
2.e.	List one benefit of implementing GSCM.CO5	2
2.d.	Explain the term SKU in warehousing.CO4	2
2.a.	Define reverse logistics.CO1	2
2.b.	Mention two components of logistics management.CO2	2
2.c.	Explain the significance of transportation in global trade.CO3	2
	<b><u>SECTION-B</u></b>	15
3.	Answer any <u>three</u> of the following:-	
3-a.	Discuss the concept of lean manufacturing in the context of supply chain management.CO1	5
3-b.	Discuss the evolution of logistics management from traditional to modern practices.CO2	5
3-c.	Compare the efficiency of rail and road transportation for long-distance freight.CO3	5
3-d.	Discuss the role of technology in optimizing warehousing operations.CO4	5
3-e.	Describe the role does technology play in enhancing green supply chain practices.CO5	5
	<b><u>SECTION-C</u></b>	30
4.	Answer any <u>one</u> of the following:-	
4-a.	Trace the evolution of supply chain management from its origins to the present day.CO1	6
4-b.	A company wants to expand its market internationally. Discuss the logistics challenges they might face and how they can address them.CO1	6
5.	Answer any <u>one</u> of the following:-	
5-a.	An e-commerce company wants to expand its market reach globally. Advise them on how to address logistics challenges associated with international shipping.CO2	6
5-b.	A company wants to implement a green logistics initiative. Propose specific measures they can take to reduce their carbon footprint in transportation and warehousing.CO2	6
6.	Answer any <u>one</u> of the following:-	

- 6-a. A small toy manufacturing company wants to expand its market reach by selling its products internationally. Discuss the initial steps should they consider to address the logistics challenges associated with international shipping.CO2 6
- 6-b. Design a supply chain network that minimizes the bullwhip effect for a multinational corporation operating in multiple countries.CO3 6
7. Answer any one of the following:-
- 7-a. A retail chain wants to enhance its omni-channel distribution strategy. Explain how can effective warehouse management contribute to this goal.CO4 6
- 7-b. Explain how Just-in-Time (JIT) warehousing can help a company reduce inventory holding costs and improve efficiency.CO4 6
8. Answer any one of the following:-
- 8-a. Propose strategies for improving waste management within a supply chain.CO5 6
- 8-b. Investigate the use of big data analytics in optimizing green supply chain operations.CO5 6

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