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Printed I	Page:- 03	Subject Code:- NPGDM036		
		Roll. No:		
	NOIDA INSTITUTE OF ENGINEERING	AND TECHNOLOGY, GREATER NOIDA		
MCA INSTITUTE				
(An Autonomous Institute Affiliated to AKTU, Lucknow)				
PGDM				
	TRIMESTER: III - THEORY EX	•		
Time: 2	Subject: Introduction to Logistic 2.5 Hours	Max. Marks: 60		
	Instructions:	Wax. Walks. 00		
		per with the correct course, code, branch etc.		
		tions -A, B, & C. It consists of Multiple Choice		
Questions	s (MCQ's) & Subjective type questions.			
2. Maxim	um marks for each question are indicate	d on right -hand side of each question.		
<b>3.</b> Illustra	ate your answers with neat sketches where	ever necessary.		
<b>4.</b> Assume	e suitable data if necessary.			
-	ably, write the answers in sequential orde			
		n material after a blank sheet will not be		
evaluatea	d/checked.			
	SECTIO	N A 15		
1. Attem	pt all parts:-			
1-a.	A key aspect of the evolution of SCM.	1		
	(a) Introduction of fax machines	5		
	(b) Emergence of globalization			
	(c) Invention of the telegraph			
	(d) Development of radio freque	ency identification (RFI		
1-b.	One of the key functions of logistics m	nanagement:CO4 1		
	(a) Sales forecasting			
	(b) Market research			
	(c) Demand planning			
	(d) Procurement			
1-c.	Mode of transportation typically faste	st for international cargo delivery:CO3 1		
	(a) Rail			
	(b) Road			
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	(c) Air	
	(d) Sea	
1-d.	The primary consideration in warehouse facility location includes:CO4	1
	(a) Proximity to suppliers	
	(b) Availability of labor	
	(c) Access to transportation networks	
	(d) All of the above	
1-e.	NOT a characteristic of a closed-loop supply chain:CO5	1
	(a) Continuous material flow	
	(b) Minimal waste generation	
	(c) Limited product lifespan	
	(d) Product reuse and recycling	
2. Atte	mpt all parts:-	
2.a.	Define lead time in logistics.CO1	2
2.b.	Describe the role of inventory management in logistics.CO4	2
2.c.	Name two types of ships used in ocean transportation.CO3	2
2.d.	Define the concept of warehousing.CO4	2
2.e.	Explain GSCM differ from traditional supply chain management.CO5	2
	SECTION B	15
3. Ansv	ver any <u>three</u> of the following:-	
3-a.	Discuss the primary objectives of logistics and supply chain management.CO1	5
3-b.	Explain how does logistics management contribute to gaining a competitive advantage for businesses.CO2	5
3.c.	Discuss the role of containerization in ocean transportation.CO3	5
3.d.	Explain the concept of fourth-party logistics (4PL) and its role in modern supply chains.CO4	5
3.e.	Compare and contrast GSCM with traditional supply chain management in terms of cost and efficiency.CO5	5
	SECTION C	30
4. Ansv	ver any <u>one</u> of the following:-	
4-a.	Explain the concept of Total Quality Management (TQM) and its relevance to supply chain management.CO1	6
4-b.	Evaluate the effectiveness of a company's reverse logistics process and suggest	6

## 5. Answer any one of the following:-

- 5-a. A manufacturing company wants to reduce transportation costs. Outline a 6 strategy they can implement to achieve this goal.CO2
- 5-b. A retail chain is experiencing inventory stockouts frequently. Suggest solutions 6 to improve their inventory management processes.CO2

## 6. Answer any one of the following:-

- 6-a. Propose a crisis management plan for a shipping company to address the risks 6 associated with piracy in high-risk maritime routes.CO3
- 6-b. Develop a cost-benefit analysis for investing in alternative fuel vehicles for a 6 fleet management company, considering factors such as fuel savings, environmental benefits, and upfront investment costs.CO3

## 7. Answer any one of the following:-

7-a. You are tasked with designing a warehouse layout for a company specializing 6 in perishable goods. Explain how would you optimize the layout to ensure efficient storage and distribution.CO4

6

7-b. You are managing the logistics operations for a company that deals with high-value, fragile goods. Propose a risk mitigation strategy to ensure the safety and security of these goods throughout the warehousing and distribution process.CO4

## 8. Answer any one of the following:-

- 8-a. Develop a green supply chain policy for a retail company.CO5 6
- 8-b. Investigate the use of big data analytics in optimizing green supply chain 6 operations.CO5