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**Presidency University**

**Bengaluru**

**School of Management**

**Summer Term End-Term Examination - August 2024**

**Date**: 5 Aug 2024

**Time**: 9:30 am – 12:30 pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: II

**Course Code**: MBA 4062

**Course Name**: : Planning for Logistics

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. Define Logistics with an example ? (CO:03 Knowledge)
2. Define the Steps for Logistics Marketing Planning (CO:03 Knowledge)
3. Describe the differences between single-channel and multichannel fulfillment. (CO:03 Knowledge)
4. List the environmental implications of multichannel distribution activities?? (CO:03 Knowledge)
5. Identify the role does technology play in modern distribution and warehousing methodologies? (CO:03 Knowledge)
6. Define economic impact of logistics? (CO:03 Knowledge)
7. Describe the benefits and drawbacks of implementing JIT in a multichannel environment. (CO:03 Knowledge)
8. List a few manufacturing technologies and strategies that allowed manufacturing companies to reduce costs and better compete in different markets using Logistics Planning. (CO:03 Knowledge)
9. Identify the three Logistics strategic decisions apply for successfully meeting customer needs with help of examples explain the different types of Logistics (CO:03 Knowledge)
10. Describe, [How can an organizations like Nike, gain competitive edge with the help of Logistics planning ?](https://www.google.com/search?client=firefox-b-d&sxsrf=AJOqlzXbt_fqUJeL7uHnSpxw4JjUfZRXcg:1675094286918&q=How+can+an+organizations+gain+competitive+edge+with+the+help+of+Logistics+planning+?&spell=1&sa=X&ved=2ahUKEwjIlL-_1O_8AhW0UGwGHbRUCG8QBSgAegQICBAB) (CO:03 Knowledge)
11. Define Lean and Agile Logistics with examples (CO:03 Knowledge)
12. Arrange the primary functions of distribution centers and warehouses in the supply chain? (CO:03 Knowledge)

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. Discuss the initial logistics challenges faced by the company, and how were they addressed, and

How did the company's understanding of logistics evolve over time, and what prompted this change? (CO:02 application)

1. Interpret the company design its logistics strategy to align with its overall business goals? (CO:03 Application)
2. Prepare a logistics process innovation that had a major impact on the company’s performance? (CO:03 Application)
3. Illustrate the tools and techniques of the company use to enhance its logistics planning and execution? (CO:02 application)
4. Prepare a plan and it should be used to evaluate logistics options for distribution and warehousing?

(CO:02 application)

1. “Businesses with a supply chain strategy require integration, cooperation and collaboration, which in turn demand aligned objectives, open communication, sharing of resources, risks and rewards”.Prepare the driving forces, benefits and barriers of collaboration in logistics Planning management which companies like Walmart and Amazon have experienced through their supply chain partners. (CO:04 application)

**PART C**

**Answer the following Questions. (2Qx 15M= 30**

1. Case Study 1: A startup in Bengaluru has developed an artificial intelligence –based method to authenticate  
   handlooms. Vijaya Krishnappa, an alumni of XLRI, co-founder of Kosha was a business consultant when the government asked him to help develop the economy of a weaving cluster in Banaras. He studied the living conditions of weavers who produced saris worth Rs.20,000 to 30,000 stay in huts without even their basic needs being met. Market research showed that buyers were picking up maching-produced products from China that were slightly cheaper. Imitation products are driving genuine products out of the market and as a result, skilled artisans are migrating to better paying, low skill jobs such as construction work, and auto driving. Kosha is using technology to ensure traceability for handloom products. The innovation leverages the power of Internet of Things (IoT), with a cookie- sized, sensor-activated device being fixed on the handloom. It analyses the movement of the loom to make out whether it is a handloom or a power loom. Every product gets a tamper proof label stitched in during weaving and a unique QR code that includes artisan information and location, making it possible to trace the products route from weaver to customer. This label can only be stitched while manufacturing, so if someone tries to counterfeit the label they will know immediately. The QR code on the products needs to be scanned by a phone app to extract information. When scanned, t also talks to the device on the loom. Now, even large –chain retailers can buy handmade products without fear and trace their origins.

**Questions:**  (CO:04 Analysis)

1. Identify the supply chain issues in handloom sectors.
2. What is Internet of Things (IoT) and its impact on supply chain logistics planning ?
3. What is QR Code? Identify the applications of QR Code in preparing a forecasting plan
4. Case Study :  
   Mahindra & Mahindra (M & M) is a major player in the tractor and certain segments of the automobile  
   market in India. After an impressive growth for a few years, the tractor market in India has been  
   stagnating during 1998-1999 to 2000-2001. M & M has been selling its tractors and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad. M & M has a 100 per cent subsidiary in USA, Mahindra USA, with a strong network of 100 dealers. Mahindra has a five per cent market share in  
   the US market in the 20-30 horse power (HP) range. As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a memorandum of understanding (MoU) with the Korean tractor major Tong Yang, a part of the $ 2 billion Tong Yang Moolsam group, according to which Mahindra will source high horse power (mostly 25-40 hp range) and sell them around the world under the M & M brand name. To start with, the premium range of tractors will be sold in the US. M & M’s current tractor range is more utility-oriented and lacks the aesthetic appeal that Tong Yang’s tractors have a must for a strong presence in the US market.  
   Questions: (CO:03 Analysis)  
    1) What are the advantages and disadvantages of global sourcing?

2) How will the foreign market expansion help M & M?

3) How does the strategic alliance with Tong Yang benefit M & M?

4) What are the possible risks of the alliance? How can they be overcome / minimized?