

Savitribai Phule Pune University  
(Formerly University of Pune)  
Department of Management Sciences (PUMBA)  
Executive MBA  
2<sup>nd</sup> Year (Semester –III) External Exam November - 2016  
**304(D)- Logistics & Supply Chain Management**

Time: 2hrs.

Marks: 50

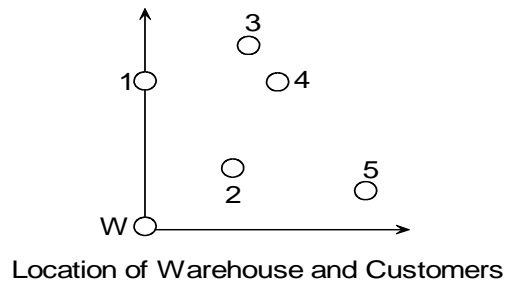
**Instructions :-** Solve any 5 questions. All questions carry equal marks

- 1 A) Suggest the preferred means of transport for the following industries [5]  
 a) Coal  
 b) Steel  
 c) Garments  
 d) Consumer Durables  
 e) Natural gas  
 B) List and explain in crisp, any five important principles for the following warehousing functions (any one) [5]  
 a) Receiving  
 b) Shipping  
 c) Storage
- 2 What is third party logistics? [2]  
 Why do companies outsource their logistics function (Any four reasons) [4]  
 List any eight logistics activities that are outsourced to 3PL. [4]
- 3 Explain the concept of bull whip effect with help of suitable example. [5]
- 4 State any five causes of bullwhip effect. [5]  
 a) Explain why achieving strategic fit is critical to a company's overall success.  
 b) Describe how a company achieves strategic fit between its supply chain strategy and its competitive strategy.
- 5 Differentiate between Responsive Supply Chain and Efficient Supply Chain [10]
- 6 Explain the role and significance of various types of inventories in a supply chain. [10]

- 7 A warehouse has orders from 5 different customers located at different locations as show in table and figure below. A truck is available capable of carrying 400 units.

**10**

	X-coordinate	Y-coordinate	Order
W	0	0	
1	0	12	48
2	6	5	60
3	7	15	43
4	9	12	92
5	15	3	80



Use the Nearest Neighbour Algorithm and Clarke & Write Savings Matrix Method to device delivery schedule. What is the total distance traveled under each schedule?