

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 3 – EXAMINATION – WINTER 2018****Subject Code:3539274****Date:12/12/2018****Subject Name: Supply Chain & Logistics Management****Time:10:30am To 01:30pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

**Q.  
No.**

- Q.1** Define/Explain the following terms briefly. **14**
- (a) Reverse Logistics
  - (b) Functions of Inventory
  - (c) Total Cost of Ownership
  - (d) Trading Blocks
  - (e) CRM
  - (f) Sustainability
  - (g) Outsourcin
- Q.2** (a) Explain the concept of a Basic Supply Chain. Discuss the objectives, benefits and types of integration in Supply Chain Management. **07**
- (b) Most of the companies are competing in the market, based on their effectiveness and efficiency of their supply chains. Discuss the alignment of Supply Chain Management with Business Strategy and Competitive Advantage. **07**
- OR**
- (b) List and explain the role of Transportation and Warehousing in Logistics with relevant examples. **07**
- Q.3** (a) For the companies of the future, Customer Relationship Management will be the key for success in markets. List and explain the need, scope, elements and benefits of CRM for supply chain management **07**
- (b) Discuss the various strategies used for effective Supplier Relationship Management which involve supplier selection, using technology, measuring SRM and its challenges. **07**
- OR**
- Q.3** (a) Explain the role of Third and Fourth Party Logistics providers in Supply Chain Management **07**
- (b) Globalization has lead to globally dispersed supply and demand of most of the products. This is made more complicated by Trading Blocks among various nations. Discuss the impact of Globalization on Supply Chain Management. **07**
- Q.4** (a) List and explain with examples the Economic and Environmental **07**

- (b) What are the various types of risks involved in Supply Chain Management? Discuss some of the principles and guidelines for risk management. **07**

**OR**

- Q.4** (a) Discuss the role of Packaging and Material Handling in Supply Chain Management with relevant examples **07**

- (b) Discuss the role of demand planning and demand management for Supply Chain Management **07**

**Q.5 CASE STUDY: REVERSE LOGISTICS**

Reverse logistics is slowly catching up the attention of senior management and is being viewed as an important part of the business. Traditionally, companies were vigorously concentrating on developing an efficient supply chain system, a process that ensured the forward movement of materials from the raw material supplier to the manufacturer who catered to the ultimate consumers. However over the past decade or so, a new trend called reverse logistics has been gaining consideration among the companies. Reverse logistics is a process that involves the movement of used products and materials from their final destination point to another source where they are typically recycled and made fit for reuse. It is also employed when the waste generated from a product has to be safely disposed of in order to prevent it from causing damage to the environment.

The reverse logistics process is often followed by companies that manufacture cool drinks and LPG supplied through cylinders. Analysts say that reverse logistics often involves substantial costs for companies in collecting, shipping, and recycling the products. According to a research conducted by the Reverse Logistics Executive Council (RLEC) US companies incurred a cost of US \$35 billion to manage their reverse logistics. This cost was expected to increase further and might act as a stumbling block in the exercise aimed at reducing environment waste.

HP started to collect and recycle its printer cartridges with the aim of reducing environmental waste that accumulated due to the disposal of its products. The customers were asked to send their used cartridges back to HP. HP also used partners to collect and send the products in the recycling centers. The materials were finally converted into automotive parts, microchip processing trays, spools etc. Products that still had life were given to charitable organizations.

- (a) What are the factors that encourage manufacturers to develop a reverse logistics system? **07**

- (b) What are the benefits that manufacturers aim to derive from developing a reverse logistics system? **07**

**OR**

- Q.5** (a) Compare and contrast the reverse logistics process of HP and Coca Cola (glass bottles from customer to their bottling plants) **07**

- (b) How is the concept of reverse logistics linked with the concept of Sustainability? Discuss. **07**

\*\*\*\*\*