Enrolment No
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Seat No.: \_\_\_\_\_

## **GUJARAT TECHNOLOGICAL UNIVERSITY** BE - SEMESTER-VII • EXAMINATION – SUMMER 2015

Subject Code: 171505Date: 06/05/2015Subject Name: Logistics & Supply Chain ManagementTime: 02:30 to 05:00Instructions:Total Marks: 70

1. Attempt all questions.

2. Make suitable assumptions wherever necessary.

3. Figures to the right indicate full marks.

Q.1	(a)	Discuss building logistics infrastructure for consumer products. Discuss with example of grocery.	07
	<b>(b)</b>	Discuss multiple channel distribution. Take an example of flowers.	07
Q.2	(a) (b)	Discuss demand planning, as applied to management of logistics.	07
	(b)	Discuss multi-echelon system of logistics management. OR	07
	(b)	List and Discuss factors influencing logistics system design.	07
Q.3	(a)	Discuss warehousing as strategically placed intermediate storage. Take an example of perishable products.	07
	(b)	Discuss typical features of Logistics information system. OR	07
Q.3	(a)	Discuss Supply chain as defined by Mentzer and SCM association. Elaborate its salient keywords.	07
	(b)	Discuss important decision phases of supply chain management.	07
Q.4	(a)	Discuss role of demand supply management in SCM, citing appropriate examples.	07
	<b>(b)</b>	Discuss supply chain forecasting, as applied to automobile fuel.	07
Q.4	(a) (b)	Discuss different approaches to procurement in SCM. Discuss operational and strategic outsourcing with example of information sharing.	07 07
Q.5	(a) (b)	Discuss intrafirm production as a key driver to outsourcing. Discuss relevance and role of supply chain coordination.	07
	(0)	OR	07
Q.5	(a)	Discuss approaches to model the impact of information on inventory management.	07
	<b>(b)</b>	Discuss Bullwhip effect with example.	07

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