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| **Trimester: August 24**  **Examination: Supplementary Examination** | | |
| **Program code:**  **Program: Working Executives (Timespro Batch 1 Semester 1)** | **Class: FY** | **Semester:**  **I Trim** |
| **Name of the Constituent College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center:**  **Operations & SCM** | |
| **Course Code: 117P18C103** | **Name of the Course: Ops & LSCM** | |

**Maximum Marks: 50 Date: Aug 24**

**Duration: 3 hrs**

**Instructions:-**

Question 1 is ***compulsory ( 10 marks)***

Answer any 2 questions each from Q2

and any 4 questions from Q3

Draw sketch/diagram wherever applicable.

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| **Question No.** |  | **Max.**  **Marks** |
| Q 1 | **SRL laboratories: Logistics as a Differentiator**    Super Religare Labs is the largest pathology laboratory network in India, servicing nearly 4000 hospitals/labs and over 50000 doctors SRL performs over 34000 tests in a day ( 10 million test sin a year). It offers a comprehensive range of over 4500 tests, from routine to highly specialized tests. The tests are based on over 200 technologies, covering most known diseases.  For a smooth operations of its lab network of 8 reference labs, 181 network labs  and 888 collection centers spread across 400 cities in India It has built an highly efficient logistics department that forms the backbone of the company.  They will collect the sample from home on request. Logistics management becomes key for the success of the business model adopted by SRL in the pathology testing sector. Using the latest technologies, SRL offers wide ranging test menu, at par with the best in the world, covering every conceivable illness, including infectious, metabolic, genetic, and lifestyle disorders across all medical specialties.    Logistics management helps SRL deliver on the promise of quality service on time and the large network is used efficiently to honor the trust of the patients. The specimen collection is performed in accordance with the specimen collection standards operating procedure, which confirms to the national Commission for Clinical laboratory Standards (NCCLS), the US guideline for specimen collection. All the logistics operations are in conformance with IATA/ICAO transport regulations.  The company has developed a well established system and procedure for the safe and smooth movement of shipments nationally and from across the globe in suitable cold chain conditions. The entire logistics operation is supported by a large team of pick up courier riders, collection centers, courier companies, and freight forwarding companies for a wider reach across the country. SRL logistics system ensures that the integrity of samples is maintained right from the time it is picked uphill it is delivered to the lab, for which a series of systems are set in place for packaging, transportation tracking of the samples and delivery. The company has a unique capability of tracking any specimen anywhere in the world from the point of pick up to its delivery at the laboratory.    From its in depth experience in the business SRL has instituted policies and disciplines that help to ensure the seamless flow of each process. SRL undertakes the following steps to make sure that the transportation of specimens is safe and secure. Diagnostic specimens are packed and transported within India and from across the globe as per international standards confirming to the IATA regulations. Extensive validation of each and every specimen type is done over varying periods and conditions of transit to ensure the specimen quality. Specimens are transported in the required controlled temperature/ cold chain conditions. Samples are packed with special designed packaging with the required quantity of gel packs or dry ice. Within India the time taken from the metro cities is 6 hours and from most other locations the time is 8 to 24 hours. From countries of south asia and middle east the time required is 24 hours. From European countries it takes  24 to 48 hours for specimen transportation. In essence, the quality testing services backed by efficient logistics management is creating a differentiation in its offerings and building customer base which is currently numbering over 10 million.  **Q1**: Discuss how logistics is used as a competitive advantage at SRL  **Q2**: What are the strengths and USP of SRL as far as its supply chain is concerned | 10 |
| Q2 | Answer ***any two. (10 marks each)***   1. Describe how would you go about selecting a location for a ceramics plant.   Discuss the methods used for plant location   1. Describe the forecasting methods and the context in which they are used. 2. What is the JIT philosophy ?. Discuss the tools which make JIT effective. 3. Describe how good Supply Chain Practices can improve the bottom line of companies | 20 |
| Q3 | Short notes on ***any 4 ( 5 marks each)***  A. Layouts  B. CAD/CAM 3D printing  C. Warehousing trends  D. Reverse Logistics  E. Outsourcing | 20 |