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| **Trim: Nov 2024 - Mar 2025**  **Maximum Marks: 50 Examination: ETE Exam Date: 03/04/2025 Duration: 2 Hrs.** | | |
| **Programme code: 01**  **Programme: MBA** | **Class:** FY | **Semester: II** |
| **College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center:**  Operations | |
| **Course Code: 317P01C205** | **Name of the Course: LSCM** | |
| **Instructions:**  1.Attempt any 5 questions | | |

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| **Question No.** |  | **Max.**  **Marks** |
| **Q1** | A TV manufacturing company has built its brand on affordability and quality. The company uses bubble wrap as a first layer, for the second layer it uses thermocol, and the cardboard as the third layer of packaging. However, recent market trends and regulatory shifts have put the company at a crossroads. Governments worldwide are tightening environmental regulations, and consumer preferences are gradually shifting toward eco-friendly products. An organization’s leadership team is debating whether to transition to sustainable packaging or continue with its traditional, cost-effective materials. The company deliberates its next steps, it must evaluate its priorities.   1. What strategic factors should an organization consider when deciding whether to transition to sustainable packaging? 2. How can it balance cost leadership with environmental responsibility without jeopardizing its market position? | **10** |
| **Q2** | 1. List the various modes of transportation. For any two modes, provide brief advantages vs disadvantages of that mode of transport. 2. What is multimodal logistics? What are the criteria for selecting a proper transportation channel? | **10** |
| **Q3** | A manufacturing firm is debating whether to outsource a key product component to reduce costs. While outsourcing lowers production expenses, it raises concerns about quality control and supply chain dependency. Should the company prioritize cost savings or maintain in-house production for better control? Justify your answer. | **10** |
| **Q4** | 1. What are the future trends in technology in logistics and supply chains? 2. Briefly describe the consolidation, breakbulk, and cross-docking functions of a warehouse. | **10** |
| **Q5** | 1. You are a supply chain manager of a well-known FMCG company. The CEO of the organization has asked you to share the progress the organization has made under your leadership since last year. What are five performance measurement metrics concerning logistics and supply chain that you will present before him? 2. An organization is attempting to venture into a metro city for 10-minute delivery. As a consultant, list down your suggestion to the organization. | **10** |
| **Q6** | 1. How would you go about reducing the “Bullwhip Effect” in a company ? 2. What are the challenges faced in global Supply Chain Management? | **10** |
| **Q7** | Write a short note on ANY TWO   1. Total cost of ownership 2. Hub-and-spoke model 3. DRP 4. Supply chain performance | **10** |