[Time: 2:30 Hours]   [Marks: 75]

Please check whether you have got the right question paper.

Note:

1. All questions carry equal marks.

2. Figures to the right indicate marks.

3. Use of simple calculator is allowed.

Q1. Answer **Any Two** of the following   **(15)**

    a. Define logistics? State the operational objectives of logistics.

    b. Define Customer service? Explain the importance of customer service in logistics with suitable examples.

    c. From the following data calculate a 3 period and 5 period moving average, also forecast demand for the 11th period.

Period	1	2	3	4	5	6	7	8	9	10	11
Demand in Units	120	132	147	158	160	172	180	196	206	215	?

Q2. Answer **Any Two** of the following   **(15)**

    a. What are the merits and Demerits of Pipeline and Ropeways mode of transportation.

    b. Explain the principles of warehouse layout and design.

    c. Discuss the concept of Unitization, Containerization and Palletisation in Packaging?

Q3. Answer **Any Two** of the following   **(15)**

    a. Explain the Lead time, Buffer Stock and Safety Stock. **Solve:** Daily consumption of a raw material in the production process is 500 units. Lead time for delivery is 5 days. Company's policy is to keep safety stock equal to 4 day's consumption to guard against stock out. Calculate ROL.

    b. What is the Activity Based Costing? Explain the advantages & disadvantages of Activity Based Costing (ABC).

    c. Discuss the Internal Performance Measures in Logistical Performance Measurement.

Q4. Answer **Any Two** of the following   **(15)**

    a. What is logistical Information system? Explain the various principles of logistical Information system.

    b. What are the points or criteria in selection of Logistics Service provider for Logistical functions Outsourcing?

    c. Discuss the impact of globalization on Logistics & Supply Chain Management.

Q5. Read the following case study and answer the following questions given below   **(15)**

For the past few years Pharma industries are facing the problem of dealing with increase percentage of sales return on account of expired goods. The present level is 1.5 %which was earlier less than 1 %. Pharma Products has a limited shelf life. The trend of returns is more in antibiotics. The factors which can be assigned to this problem are large number of companies with the same products, increasing players in the market and too many trade schemes.

The increasing sales returns is becoming a major concern as the procedure of returning goods back to the company is a tedious one. The stockists have to reimburse to the retailers within 8 days while from the company to reimburse to stockist it will take 4 to 6 months.

Questions:

1. State the facts and analyse the case.
2. Explain the Reverse Logistics process in the above case.
3. How proper logistical management can help the companies to avoid such problems in future?

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