

(2 ½ Hours)

[Total Marks :75

- N.B. :** (1) Answer **all** the questions.
 (2) The Marks are assigned on the R.H.S.
 (3) Draw Illustrations, **diagrams** and **Schedules** wherever necessary.
 (4) Use of **simple calculator** is allowed.

1. Answer **any two** of the following :-

- (a) What is logistics? Explain the Importance of logistics in current competitive business environment?
 (b) What is customer service? Explain the various elements of customer service.
 (c) For the following data calculate a 3 period and 5 period moving average? Forecast demand for the 11th month.

Period	1	2	3	4	5	6	7	8	9	10	11
Demand in units	110	120	135	142	154	160	173	180	190	210	?

2. Answer **any two** of the following :-

- (a) Define transportation? Explain the various factors that needs to be taken into consideration before selecting a carrier?
 (b) A warehouse is no longer a storage place, but a place that creates value. Explain.
 (c) What factors are to be taken into consideration before selecting material handling equipments?

3. Answer **any two** of the following :-

- (a) Define EOQ. The annual demand of an item is 4200 units. The unit cost is Rs. 8/-. The inventory carrying rate is 30% . The cost of procurement is Rs. 200/-. Calculate EOQ.
 (b) What is logistical costing? Distinguish between activity based costing and mission based costing.
 (c) What is performance measurement? Explain the Internal performance measurement system in an organisation?

4. Answer **any two** of the following :-

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- (a) How does an information system help the organisation to perform in an effective manner. Explain.
- (b) What is outsourcing? Bring out the objectives of outsourcing?
- (c) What is Inland container Depot (ICD's). State its advantages and disadvantages in logistics.

5. Read the following case carefully and answer the questions given below.

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GUCCI, the world's leading brand, has voluntarily launched its worldwide eco-friendly program to reduce the dependence on materials and use 100% recyclable paper in packaging. This 90-years-old company during its 90th anniversary in 2011 has taken this important action towards environmental responsibility. The shopping bag is 100% recyclable and Forest stewardship council (FSC) certified. FSC certificate verifies that all trees used to create paper bags and boxes comes from well-managed forests. All stages in production process comply to FSC standards. In addition, GUCCI is also rationalizing its packaging to limit the excess. For example, shoes will be packed in one flannel instead of two. Gift boxes will only be given out when requested. All mannequins will be replaced by 100% recyclable material. GUCCI took a leadership position in industry by voluntarily initiating the process of certification for CRS (SA 8000)

Questions :-

- (1) State the facts and analyse the above case.
- (2) What are the pros and cons of Green Logistics?
- (3) What is Green Logistics? How does Green logistics help an international brand like GUCCI to sustain in the global market?