



CII Institute of Logistics  
PGDSCM & Certificate Programs  
Semester-end Examination – June 2010

FUNDAMENTALS OF LOGISTICS

Time : Three Hours

Marks : 100

Part A

Answer all questions

(10 x 1 = 10 Marks)

1. Which among the following is not a function of a warehouse?
  - a) Consolidation
  - b) Manufacturing
  - c) Postponement
  - d) Cross docking
2. For packing Bottles, which of the following is mostly preferred
  - a) Blanket Wrapping
  - b) Shrink wrapping
  - c) Aluminium
  - d) Plastic strapping
3. This is not one among the popular 4- 'R's of logistics strategy?
  - a) Reliability
  - b) Responsiveness
  - c) Relativity
  - d) Rationalization
4. RFID means?
  - a) Radar frequency Identification Device
  - b) Radio Frequency Identification Device
  - c) Relative freight Initiator device
  - d) Random Fluctuating Indicator device
5. Who among the following is not a member of a DC
  - a) Inbound logistics
  - b) Stockists
  - c) Retailer
  - d) Distributor
6. Which of the following is not used as a method to start a foreign operation?
  - a) Contract Manufacturing
  - b) Franchising
  - c) Joint Venture
  - d) Diversification
7. Identify the Odd man among the following
  - a) Data Mining
  - b) Data warehousing
  - c) Decision Support System
  - d) Material Requirement Planning
8. Why would you go for outsourcing?
  - a) To focus on core competency
  - b) To reduce cost
  - c) To improve efficiency
  - d) All the above
9. What is the difference between 3PL and 4PL?
  - a) 3PL owns and operates transports whereas 4PL contracts them
  - b) 3PL never owns a warehouse, but 4PL does.
  - c) Both are similar except their scale of operation
  - d) 4PL can provide Consulting and IT solutions in addition to 3PL service offerings
10. DSO in performance measurement means
  - a) Days sales Outstanding
  - b) Data Source Object
  - c) Daily sales outstanding
  - d) Distribution system Operation

Part B

Answer any four (4x15 = 60 marks)

1. What are the operational issues in Global logistics?
2. What is reverse logistics? Why do we need reverse logistics? What are the system design considerations for reverse logistics?
3. What are the functions of a Warehouse?
4. Write the benefits and drawbacks of various modes of transports.
5. Write about the packaging being done in Industries. What are the various packing materials
6. What is a Material Handling Equipment? List down the equipments used in a warehouse and give their applications

Part C

Case Study (3x10=30 marks)

1. Super Dolls is a toy manufacturing company which is in the business for the past two decades. The manufacturing unit is situated in Mumbai, while its sales and marketing are spread over a large geographical area, especially in the major cities. There is a massive sale during the festival seasons. If the company's product is delayed, the valuable market is missed. Suggest them on the choice of warehouse locations and number of warehouses to ensure on time delivery of goods. Also suggest them the required stocks (in number of days) to be maintained in each of the warehouse.
2. NOKIA is a mobile manufacturing company which is in the business for the past two decades. The biggest manufacturing unit is situated in Chennai, while its sales and marketing are spread all over the country, especially in the major cities. There is a massive sale during the festival seasons. They ship the mobile phones in small cardboard boxes and each 20 feet container can accommodate 1 lakh boxes of mobile phones. This Diwali, they are planning to launch a "buy one get one

free" offer for selected models. Suggest some packing sizes for these mobiles to ensure least transportation and handling costs. Also suggest some packing materials to reduce weight and volume and also to ensure product safety.

3. Design a Logistics network if you are to start your own Inland Courier Service providing company in your country.

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