

Comprehensive Concurrent Evaluation
MBA II/SEM III/305-Logistic Management
Faculty Name: Prof. Nilambari Moholkar

Important Instructions:

1. The subject is evaluated on the basis of three components

Sr. No	Components	Total Marks	Date of Submission
A	Written Home Assignment	50	5th March 2022
B	Case Study	50	15th March 2022
F	Online Exam	50	

2. Assignments to be mailed to be submitted in person.
3. Student Name, Contact number, email-id, Specialization, Component must be clearly mentioned.

Group A
Components 1:- Written Home Assignment

Instruction:-

Assignment is to be written on Assignment sheets

1. What is Logistics Infrastructure? What are the benefits of GOLDEN QUADRITARAL Project?
2. How will you design vehicle routing in logistics management? Discuss the evolution of transportation and packaging.
3. How information technology is playing important role in warehousing and physical distribution?
4. Where are the Conveyors used in a manufacturing industry? And classify the same?
5. Explain the type of infrastructure needed for logistic service provider?
6. List all the principals of logistics management? With example?
7. Summaries the impact of IT in logistics and warehousing.
8. Identify pros and cons of Inland Waterway Transport.
9. What is the most important aspects in logistics management system?
10. Distinguish between Discontinuous Conveyors and Continuous Conveyors

Group B
Components 2:- Case Study

PROBLEM OF UNLOADING DOCK AT MM AUTOWORKS

MM AUTOWORKS M.M. Auto Works is a manufacturer of automotive spare parts. 80 percent of the requirement of component parts of MM Auto Works is handled by three major suppliers A, B and C. The top management of MM Auto is aware of the potential benefits of having partnership relations with these three suppliers to improve the supply chain and reduce total cost of the company MM Auto has one to three year agreement with these three suppliers for supply of component parts.

Recently, Mr. Anand a sales executive of Supplier Company 'A' took up two issues with the CEO of MM Auto Inc. The issues to be discussed were: (i) the inefficient unloading dock at MM Auto and (ii) How MM Auto could use third party carriers more efficiently and effectively. According so Anand, the existing layout and design of the unloading dock at MM Auto often delays the carrier. Efficient Logistics (EL) longer than normal. EL charges the supplier 'A' for detaining its carriers. Mr. Anand complains about the unloading inefficiency at MM Auto.

According to him company has incurred an estimated expenditure of R 1,00,000 annually just in detention charges According to Anand, minor modifications to the unloading dock at MM Auto Works would avoid this unnecessary expenses for supplier A. The other two suppliers B and C also agree with Anand about the inefficiency and difficulty associated with the unloading dock dock of MM Auto. The sales executive of supplier B estimates the cost at Rs.50,0000 per year whereas the sales executive of supplier 'C' also estimates the cost at Rs.. 50,000 per year. As per a contractor , the estimated expenses for redesigning and modifying the unloading dock would be Rs. 300000 for MM Auto. Anand is of the opinion that larger, less frequent shipment would reduce the transportation costs for MM Auto.

Questions

- (i) Should MM Auto spend Ra 3.00.000 to reduce the supplier's costs or leave the problems to be solved by the suppliers themselves?
- (ii) Does the concept of logistics/ supply chain management impact this decision? If so how?
- (iii) Explain how to apply the total cost approach to the entire logistics/supply chain.
- (iv) Explain the concept "smaller, more frequent shipment may incur more transportation costs but reduce total logistics costs". Focus on integrated logistics concept in your explanation.

Components 2:- Case Study

INVENTORY AND WAREHOUSING MANAGEMENT AT FOOD PALACE

Food palace is a small, independent super market operating in a suburb in Bangalore. The retail outlet had been established 25 years ago and performing well with adequate profits. A competitor who is a large chain store retailer is situated 5 kilometers away from Food Palace, i.e., 15 minutes drive away by car. Food Palace is located in a medium to high density housing locality and hence able to achieve relatively high margins in its sales.

The retail outlet consists of two sections (i) retail/display section and (ii) warehouse section. The warehouse stores safety stocks and is located at the rear of the building.

Once a week, David, the manager of Food Palace, walks through the store, inspects the shelves and determines which items have low stock or nil stock, David places replenishment orders on his suppliers taking into account the current stock in the shelves and the safety stock held in the warehouse. He estimates the quantity to be ordered based on his own estimate of demand for each item and also considering the minimum order size for each order. Because of the small size of business and low sales turnover, David restricts the varieties to one brand per product.

David has come to know about some recent developments taking place in the vicinity. An old power station was demolished and the owner started constructing a large retail complex and a major tenant of the centre will be a well known store belonging to a major super market chain.

David has collected some information about his potential competitor. The new retailer's motto is "superior service, at low prices guaranteed". He has also come to know that the competitor uses just-in-time inventory control, centralized warehousing facilities and vendor managed inventory (VMI). The new retail outlet also uses bar coding system for inventory management and automated replenishment. The proposed plans revealed that the new retail store "Smart Choice" would be five times the size of "Food Palace" and would have a warehouse having the same amount of space dedicated for retail sales.

David's lease is coming up for renewal at the same time as the proposed opening of "Smart Choice", David approaches a logistics management consultant seeking his advice to make "Food Palace" able to meet the stiff competition from "Smart Choice".

Questions

- (i) Assuming that you are the consultant for David, prepare a report for David, explaining the inventory management principles and warehousing concepts of "Smart Choice" and how these can be used to achieve lower prices.
- (ii) Suggest ways by which David may be able to make "Food Palace" more competitive with the newly opening "Smart Choice" retail super market.

Components 3:-

Exam for all units.