

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – December 2025
Programme Name: MBA(ITLM)
Semester: III
Subject Code: PG22T3302
Subject Name: Contemporary Logistics

Date: 08.12.2025

Max Marks: 60

Duration: 03 Hrs

Pass Marks: 30

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. A major logistics challenge faced by online retailers is:
 - a. Lack of demand forecasting tools
 - b. Reverse logistics and last-mile delivery costs
 - c. High manufacturing lead time
 - d. Poor social media presence
2. A trade-off between logistics and marketing often arises in:
 - a. Transportation vs. promotion costs
 - b. Customer service vs. distribution cost
 - c. Recruitment vs. product design
 - d. Legal compliance vs. IT systems
3. In a digital supply chain, which technology most directly supports real-time decision-making and visibility across all logistics activities?
 - a. Blockchain
 - b. Virtual Reality
 - c. Augmented Reality
 - d. Genetic Algorithms
4. In Fourth-Party Logistics (4PL), the provider's role is best described as:
 - a. Offers integrated logistics services such as transportation, warehousing, and distribution
 - b. Acts only as a consulting firm for supply chain design
 - c. Acting as a supply chain integrator overseeing multiple 3PLs
 - d. Manages only the financial aspects of supply chain
5. The Risk Management Process typically begins with:
 - a. Risk assessment
 - b. Risk identification
 - c. Risk mitigation
 - d. Risk reporting

6. Which of the following is a triple bottom line dimension?
 - a. People, Profit, Planet
 - b. Quality, Cost, Time
 - c. KPI, BSC, SCOR
 - d. Efficiency, Agility, Flexibility
7. In the context of Lean Supply Chains, the Theory of Constraints (TOC) primarily helps organizations to:
 - a. Focus on automating all non-value-added processes
 - b. Identify and manage the bottleneck that limits overall system performance
 - c. Increase production capacity by adding more equipment and resources
 - d. Reduce costs by outsourcing non-core supply chain activities
8. Complacency in change management refers to:
 - a. Active participation in change initiatives
 - b. A false sense of security or satisfaction with the status quo
 - c. Rapid adoption of new processes
 - d. Effective leadership
9. Return on Assets (ROA) in the Strategic Profit Model is calculated by:
 - a. Net profit margin \times Asset turnover
 - b. Sales \div Inventory
 - c. Revenue – Cost of Goods Sold
 - d. Total assets \div Net income
10. Which of the following is NOT one of the SCOR model's core management processes?
 - a. Plan
 - b. Source
 - c. Market
 - d. Deliver

Section B

Five Questions of 02 Marks each

11. Define the *total cost approach* to logistics.
12. State one trade-off between service level and logistics cost.
13. Mention two key performance indicators used for measuring sustainable logistics.
14. Name three types of organizational change.
15. What is the role of political factor of logistics management?

Section C

Seven Questions of 8 Marks each of which any 05 questions to be answered.

16. Discuss the economic impact of logistics on a nation's GDP. Highlight how logistics cost as a percentage of GDP affects national competitiveness. Suggest measures to reduce these costs in developing economies.
17. Explain the growing importance of reverse logistics and recycling in modern supply chain management. Compare the roles and responsibilities of 1PL, 2PL, 3PL, and 4PL service providers in facilitating product recovery and circular economy goals.
18. Critically examine the effectiveness of current Supply Chain Risk Management (SCRM) frameworks in dealing with emerging global disruptions such as geopolitical tensions, pandemics, and climate-related risks. Suggest how organizations can build proactive and adaptive strategies to ensure long-term supply chain resilience.
19. A global retailer wants to redesign its logistics network to reduce cost while maintaining high customer service levels. Critically discuss trade-offs between cost, responsiveness, and risk in logistics decisions.
20. Explain how the concepts of corporate strategy can be integrated with sustainable logistics and supply chain performance measurement to enhance long-term competitiveness.
21. Critically evaluate the consequences of poor change management in an organization.
22. Critically evaluate the role of the Strategic Profit Model (SPM) and the Balanced Scorecard in measuring logistics and supply chain performance.

