

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS- MBA

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Logistics Management
Course Code: 25MBA283

Max. Marks: 50
Time: 2:30 Hrs.

Instructions

- All questions are compulsory. Kindly read the detailed instructions for each question.
- Question 1,2 & 3 carry 10 marks each.
- Question 4 carries 20 marks.

Q1.	Attempt any 1 out of 2 Questions: (10 Marks)	CO3
a)	A pharmaceutical company must ensure temperature-controlled transportation for its products. Suggest logistics strategies to maintain product quality and timely delivery.	
b)	A manufacturing firm is facing increased logistics costs due to inefficient packaging and transportation. Recommend suitable logistics improvements to optimize cost and efficiency.	
Q2.	Attempt any 1 out of 2 Questions: (10 Marks)	CO4
a)	A logistics company is experiencing increased costs despite stable demand. Analyse how transportation routes, packaging, and distribution planning could be contributing to inefficiencies.	
b)	A firm implementing reverse logistics for returned products is facing delays and high processing costs. Analyse the process and identify bottlenecks affecting efficiency.	
Q3.	Attempt any 1 out of 2 Questions: (10 Marks)	CO5
a)	A logistics firm is adopting green logistics practices such as fuel-efficient vehicles and eco-friendly packaging. Evaluate the trade-offs between cost and sustainability benefits.	
b)	A company is planning to shift from single-mode transportation to multimodal transportation. Evaluate the effectiveness of this decision in terms of cost, efficiency, and risk.	
Q4.	Attempt the following caselet and answer the given subquestions: Case: A leading Indian FMCG company is expanding its operations into Tier-2 and Tier-3 cities. However, it is facing multiple logistics challenges such as high transportation costs, delayed deliveries, lack of proper warehousing infrastructure, and inefficient reverse logistics for returned or damaged goods. The company currently relies on multiple local transporters without a centralized logistics information system.	CO6

	Additionally, rising fuel prices and environmental concerns are putting pressure on the company to adopt sustainable logistics practices. The management is considering implementing integrated logistics solutions, including centralized warehousing, route optimization techniques, and the adoption of green logistics practices such as fuel-efficient vehicles and eco-friendly packaging. However, the company is unsure how to balance cost, efficiency, and sustainability. Questions: a) Design a comprehensive logistics strategy for the company to improve efficiency, reduce cost, and enhance service levels. (10 Marks) b) Develop a logistics performance measurement framework, including key performance indicators (KPIs) and sustainability metrics. (10 Marks)	
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