|  |  |
| --- | --- |
| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management |
| **Course Title:** **Logistics Management, (Course Code : 40526)**  **End-Term Examination, Term - V (January, 2025)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

* *All questions are compulsory.*
* *Answer the case study-based questions based on the case provided below. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

### SECTION A

### CASE STUDY

**Global Solutions for Sustainable Supply Chain - Green Logistics Initiative**

ABC Logistics, a multinational company, has been a leader in providing comprehensive logistics services globally. With an expanding customer base in various sectors including automotive, pharmaceuticals, and consumer goods, the company has been focusing heavily on sustainability. It is committed to reducing its carbon footprint while maintaining high efficiency in operations. The company’s supply chain process integrates global logistics hubs, warehouses, and transportation networks designed to meet diverse customer demands in an efficient, eco-friendly manner.

ABC has recently undertaken a major initiative to implement Green Logistics across its operations. They are focusing on reducing emissions from transportation, optimizing warehouse energy use, and minimizing packaging waste. This transformation is in response to global trends in sustainability, such as carbon reduction targets, and increasing consumer demand for eco-friendly practices in product delivery. The company aims to reduce its carbon emissions by 30% by 2030.

Key factors driving this initiative include the rise in global fuel prices, the increasing demand for efficient supply chain management, and pressure from regulatory bodies to meet sustainability standards. However, ABC faces several challenges, including high initial investment costs in green technologies, integration of sustainability in their existing supply chain infrastructure, and ensuring supplier cooperation in implementing green practices.

**Question1.A)** discuss the role of logistics in ABC Logistics’ supply chain transformation. What are the key factors driving their Green Logistics initiative, and how do these impact the supply chain? **(7 marks)**

**Question 1. B)** Analyze the potential challenges ABC Logistics might face while implementing its Green Logistics strategy. How can the company overcome these barriers to achieve better sustainability performance? **(8 marks)**

### SECTION B

**Question 2)** Explore the inherent challenges in the global logistics landscape and delve into the significance of INCOTERMS in enhancing logistics performance, particularly within the Indian subcontinent. How do INCOTERMS impact global and local logistics? **(8 marks)**

**Question 3)** Evaluate how Meesho can formulate strategic approaches leveraging its logistics capabilities within the competitive e-commerce sector in India, particularly in comparison to industry giants like Amazon and Flipkart. What logistics strategies would help Meesho gain a competitive edge? **(7 marks)**

**Question 4)** How can Acme Sustainable Solutions, an organization with a history in conventional logistics, strategically transform into a prominent green logistics provider in the South Asian market, aligning with sustainable practices and principles learned from Green Logistics initiatives? **(10 marks)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**