

Roll No.

Total Pages : 3

243306

May, 2019

MBA - III SEMESTER

LOGISTICS & SUPPLY CHAIN MANAGEMENT

(MBA/MM 214)

[Time : 3 Hours]

[Max. Marks : 75]

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Discuss customer value chain. (1.5)
- (b) Write short note on Green Logistics. (1.5)
- (c) What is third party logistic outsourcing? (1.5)
- (d) How protective packaging is facilitate in fulfillment logistical objective? (1.5)
- (e) What is E-Logistics? (1.5)
- (f) What are the factors influencing network design decisions? (1.5)

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- (g) What is difference between consumer and industrial packaging? (1.5)
- (h) What is the impact of globalization on supply chain networks? (1.5)
- (i) What do you understand by Freight Management? (1.5)
- (j) What are operational objectives of logistics? (1.5)

PART-B

- 2. (a) What is the role of logistics in competitive strategy? (10)
- (b) Write a detail note on Value added logistics services. (5)

- 3. (a) Explain the role of logistics in distribution channels. (5)
- (b) Write a detail note on Logistics Information Systems. (10)

- 4. Discuss drivers & metrics of Supply Chain Performance. (15)

- 5. (a) What are the factors influencing distribution network design? (5)
- (b) Discuss risk management in Global Supply Chains. (10)

- 6. (a) What is Bullwhip Effect? (5)
- (b) Write short notes on : (10)
 - (i) Internal Supply Chain Management.
 - (ii) Total Cost of ownership.

- 7. Write a detail note on customer relationship management. (15)