CBCS SCHEME

22MBA301

Third Semester MBA Degree Examination, Dec.2023/Jan.2024
Logistics and Supply Chain Management

Time: 3 hrs.   Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	Define Logistics. State its importance.	03	L1	CO1
	b.	Explain in detail the types of logistics management.	07	L2	CO2
	c.	Identify the different types of logistics activities and logistics cost.	10	L3	CO4
Q.2	a.	Recall the drivers of Supply Chain Management.	03	L1	CO2
	b.	Explain Decision-Phase process view in supply chain framework.	07	L2	CO3
	c.	Explain the key issues in supply chain management specifically "Bullwhip Effect".	10	L4	CO4
Q.3	a.	What is Warehouse Management System (WMS)?	03	L1	CO1
	b.	Explain logistics strategy in detail.	07	L2	CO3
	c.	Examine the different types of warehouses available in supply chain management.	10	L4	CO4
Q.4	a.	Define Inventory Management and its needs.	03	L1	CO1
	b.	Explain Buffer Stock. State Re-order level fixation.	07	L2	CO3
	c.	Discuss the VED and SED Analysis in Inventory Management.	10	L4	CO4
Q.5	a.	List the role of distribution network in supply chain management.	03	L2	CO1
	b.	Identify the different mode of transportation.	07	L3	CO2
	c.	Examine the role of containerization with hazards in transportation.	10	L4	CO4
Q.6	a.	Define EOQ.	03	L1	CO2
	b.	Explain Stock-outs, its causes and strategies to avoid stock-outs.	07	L2	CO4
	c.	Examine MRP, its functions and process.	10	L4	CO3
Q.7	a.	Expand CPFRP.	03	L2	CO2
	b.	Identify the role of computer/IT in supply chain management.	07	L3	CO3
	c.	Identify the tools facilitating international logistics and challenges incurred in supply chain.	10	L4	CO3
Q.8		Case Study (Compulsory): Retailco is a leading global retailer with operations spanning multiple countries and regions. With the rise of e-commerce and increasing customer expectations for fast and seamless delivery, Retailco faces numerous challenges in optimizing its supply chain management. This explores the company's efforts to transform its supply chain operations to enhance resilience, agility and customer satisfaction.			

Retailco experiences disruption due to various factors such as natural disasters, geopolitical tensions and un-expected demand fluctuations. Balancing Inventory levels across multiple channels including brick and mortar stores and online platforms, poses challenges in meeting customer demand while minimizing holding costs and stock-outs.

Increasing pressure to adopt sustainable practices throughout the supply chain, from sourcing raw-materials to end-of-life disposal, presents both opportunities and challenges for Retailco.

Ensuring timely and efficient lastmile delivery is critical for customer satisfaction but it requires overcoming obstacles such as traffic congestion, urbanization and changing customer preferences.

Questions :

	a.	How can Retailco enhance supply chain visibility to better anticipate and respond to disruptions?	05	L2	CO1
	b.	Explain strategies to improve inventory management across diverse sales channels.	05	L2	CO1
	c.	Identify last-mile delivery to meet customer expectations for speed, convenience and sustainability.	05	L2	CO1
	d.	Discover initiatives to promote sustainability and social responsibility throughout its supply chain.	05	L2	CO1

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