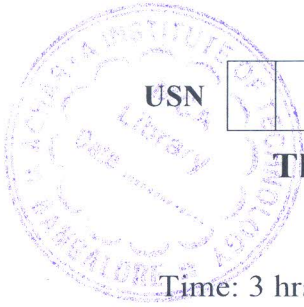


CBCS SCHEME



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22MBA301

Third Semester MBA Degree Examination, June/July 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.	What do you mean by logistics?	03	L1	CO1
	b.	Identify the types of logistics.	07	L3	CO1
	c.	Explain the various logistical activities.	10	L2	CO1
Q.2	a.	Define Supply Chain Management.	03	L1	CO1
	b.	Examine the key challenges in supply chain management.	07	L4	CO2
	c.	Analyze the various factors influencing network design divisions.	10	L4	CO2
Q.3	a.	What is logistics strategy?	03	L1	CO1
	b.	Summarize the various types of warehouses.	07	L2	CO1
	c.	Examine the functions of warehousing.	10	L4	CO1
Q.4	a.	Define Buffer Stock.	03	L1	CO2
	b.	What is inventory management? Identify the goods inventory management.	07	L1	CO2
	c.	Examine the impact of inventory management on business performance.	10	L4	CO4
Q.5	a.	What is tailored transportation?	03	L1	CO2
	b.	Identify the various design options for a transportation network.	07	L3	CO2
	c.	Explain the various modes of transportation.	10	L2	CO2
Q.6	a.	Define Customer Service.	03	L1	CO2
	b.	What is Benchmarking? Explain its features.	07	L1	CO2
	c.	Examine the methods and tools facilitating international logistics.	10	L4	CO2

Q.7	a.	Define Vendor Managed Inventory (VMI).	03	L1	CO2
	b.	Explain the different innovations in supply chain.	07	L2	CO2
	c.	Explain the different factors impacting the road transport cost divisions.	10	L5	CO2
Q.8		<p><u>Case Study [Compulsory] :</u></p> <p>March is typically a changing month for Sai Ram Limited, when the firm has to pump up volume to meet surge in demand for the upcoming holiday season. Sai Ram limited is an agricultural co-operative owned by more than 750 citrus growers. The company produces canned and bottled Juice, Juice drinks and food products at distribution centres spread across the country.</p> <p>Sai Ram limited was managing transportation operations internally, but the company decided it wanted to focus on its core competency, which according to its director of logistics is “Maintaining our leadership in the shelf stable juice drink category”. The company also wanted to centralize its transportation operations. Looking carefully at the issue of overall performance in the logistics and transportation areas, it was found that there was a significant amount of variability in its operations. For purposes of informality and control, a major priority was attached to centralization of its logistics operations.</p> <p>In addition, Sai Ram limited wanted to be able to reach market it did not already have to access to, which would require expansion of its logistics network. According to the logistics director, an analysis was undertaken to study how long it would take and what it would cost to build up Sai Ram limited transportation capabilities to be able to support such a network. As a result a recommendation had been made to seriously investigate the use of 3PL provider.</p> <p>Questions:</p>			
	a.	What is the rationale for Sai Ram limited to go for 3PL System?	05	L1	CO4
	b.	According to you, what are the merits and demerits of 3PL system?	05	L1	CO4
	c.	What type of relationship is required between Sai Ram limited and 3PL provider? How it can be built?	05	L1	CO4
	d.	Explain various performance measures Sai Ram limited can set for measuring performance of 3PL service provider.	05	L2	CO4
