USN | | | | | | | | | | **20MBAMM402**

Fourth Semester MBA Degree Examination, Dec.2023/Jan.2024
Logistics & 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.*

1   a.   What is supply chain?   **(03 Marks)**
    b.   Discuss cycle view of supply chain proess, with an illustration.   **(07 Marks)**
    c.   Define logistics management. Discuss five important elements of logistics management.   **(10 Marks)**

2   a.   What is Customer Demand?   **(03 Marks)**
    b.   Discuss the value added role of logistics.   **(07 Marks)**
    c.   Examine the three decision phases of a supply chain.   **(10 Marks)**

3   a.   Mention the major drivers of supply chain management.   **(03 Marks)**
    b.   What is Warehousing? Discuss the types of Warehousing.   **(07 Marks)**
    c.   Evaluate the different Design options for distribution network.   **(10 Marks)**

4   a.   What is Holding cost?   **(03 Marks)**
    b.   Discuss the concept of 'ABC' analysis with an illustration.   **(07 Marks)**
    c.   Explain the concept of EOQ (Economic Order Quantity) and its benefits.   **(10 Marks)**

5   a.   Mention the role of transportation in the supply chain.   **(03 Marks)**
    b.   What is containerization? Discuss the role of containerization.   **(07 Marks)**
    c.   Explain the different mode of transportation. Discuss its decision criteria.   **(10 Marks)**

6   a.   What is CPFR?   **(03 Marks)**
    b.   What is stockouts? Examine the four possible outcomes from a stockout.   **(07 Marks)**
    c.   Explain the concept of "BULLWHIP EFFECT" with an illustration. How to short circuit its effect?   **(10 Marks)**

7   a.   Mention the characterization of useful supply chain information.   **(03 Marks)**
    b.   Discuss the logistics industry in India.   **(07 Marks)**
    c.   Explain the factors influencing outsourcing.   **(10 Marks)**

8   **CASE STUDY: (compulsory)**

Grand Reproduction Inc.

Grand Reproduction Inc. (GRI) is an authorized manufacturer of products based an popular video games and characters. The seattle-based company produces collectables, toys and other novelty items in its factory outside Chengdu, China. The majority of sales are made to small retailers in the united states and Latin America. Interest in GRI products has grown thanks to some timely product placements on popular television shows. Danny Gadget, the company's CEO, just received a call from GigaMart about carrying the GRI product line for the upcoming holiday season. The call went very well until the Giga-Mart executive asked about GRI's supply chain technology platform and order fulfillment system. Danny had little idea what the person was talking about and provided a somewhat ambiguous response.
The truth of the matter is that GRI has no formal SCIS (Supply Chain Information System) the company has talked about using the Internet but order management is largely paper based. From forecasting and inventory control to order fulfillment and customer invoicing, everything has been done by hand on preprinted forms, with the information later entered into excel spread sheets.

The Mega-Mart executive sensed the lack of technological sophistication and closed the call by saying : "We really want to carry your products this year but we do have specific standards for digital transfers of orders, point of sale data and invoice. If you can't effectively interact with our SCIS, then we won't be able to do business with Grand Reproductions.

Question :

a.   What types of software does GRI need to support the Mega-Mart business? What features and capabilities are needed?   **(10 Marks)**
b.   What roles can the internet play in GRI's move from manual methods to technology based information management?   **(10 Marks)**

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