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20MBAMM402

Fourth Semester MBA Degree Examination, June/July 2023 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.**

- 1 a. Define Supply Chain Management. (03 Marks)
b. Discuss the Nature and Scope of Logistics. (07 Marks)
c. Evaluate the different innovations in a supply chain. (10 Marks)
- 2 a. What is Warehousing? (03 Marks)
b. Explain the need for efficient warehousing. (07 Marks)
c. Appraise the various factors affecting the network design decisions. (10 Marks)
- 3 a. Define Buffer Stock. (03 Marks)
b. Examine the various costs associated with inventory. (07 Marks)
c. What is Bullwhip Effect? What are the causes of the Bullwhip Effect? (10 Marks)
- 4 a. What do you mean by Transportation? (03 Marks)
b. Discuss the functions of transportation. (07 Marks)
c. Explain the various modes of transportation. (10 Marks)
- 5 a. Define Logistics. (03 Marks)
b. Discuss the three broad cost components of the Business Logistics System. (07 Marks)
c. What is Benchmarking? Explain its features. (10 Marks)
- 6 a. List the key benefits of supply chain management. (03 Marks)
b. Verify the various types of logistics. (07 Marks)
c. Examine the different elements of logistics. (10 Marks)
- 7 a. What is Warehouse Management System (WMS)? (03 Marks)
b. Discuss the key challenges of a Supply Chain. (07 Marks)
c. Explain the three decision phases of a supply chain. (10 Marks)

8 Case Study: (compulsory)

The US \$5 billion ABC group had a spare parts distribution that supplied spare parts to a member of automobile manufacturers in India. During the mid-nineties, the company planned to expand its spare parts business. However, the huge potential and opportunities in Third Party Logistics (3PL) made ABC open its logistics division, ABC logistics in 1997. ABC Logistics initially provided the warehousing facility to its clients, but expanded rapidly to provide inbound and outbound logistics to Indian automobile manufacturers such as Ashok Leyland, Maruti Suzuki, etc.

Questions:

- a. The ABC group separated its logistics division as a wholly new subsidiary in 1997 to start a global supply chain. Discuss the reasons behind the steps taken by the company. (05 Marks)
- b. Suggest the logistic model to be followed by ABC. (05 Marks)
- c. What are the challenges in inbound and outbound logistics? (05 Marks)
- d. Mention about distribution network in practice. (05 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.