

Code No: MB1641/R16

MBA IV Semester Regular/Supplementary Examinations, October-2020

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. a | What is logistics and supply chain management? | 5M |
| b | Explain logistic management model. | 7M |
| 2. a | Explain the impact of logistics on shareholders' value. | 6M |
| b | Explain the role of logistics on customer profitability analysis. | 6M |
| 3. a | Explain the channel structure in SCM. | 6M |
| b | How channel dynamics helps in effective SCM? | 6M |
| 4. a | What do you understand by supplier & distributor benchmarking? | 6M |
| b | Explain the contribution of logistics to the bottom line? | 6M |
| 5. | Explain transportation related metrics that influence supply chain performance? | 12 M |
| 6. a | What is sourcing? | 4M |
| b | Explain the sourcing decisions and transportation in supply chain. | 8M |
| 7. a | What is Global Strategy? | 4 M |
| b | Explain the channels of the global logistics and global supply chain? | 8 M |
| 8. | A retail chain of organic vegetables and fruits outlets is planning to design an integrated logistics strategy for its chain of stores. As a consultant, formulate the supply chain for its effective operation for profitable organization. | 12M |
