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Question Paper Code : X90110

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020

Elective

BA7051 – LOGISTICS AND SUPPLY CHAIN MANAGEMENT

(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. What is business logistics ?
2. What is supply chain management ?
3. Define value addition.
4. What is the role of network design in supply chain ?
5. Define inventory.
6. What is virtual warehouse ?
7. What is meant by 3PL ?
8. Define vehicle routing.
9. How do warehouses perform order sorting ?
10. What benefits do flexible unit load materials have in contrast to rigid containers ?

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PART – B

(5×13=65 Marks)

11. a) Write the importance and objectives of Business logistics and supply chain management.

(OR)

b) Write the various drivers and strategy in supply chain management.

12. a) Explain the various factors which influence the distribution network design.

(OR)

b) Explain the following :

i) Logistics information system

(6)

ii) Framework for IT adoption.

(7)

13. a) Describe the various functions of warehousing in detail.

(OR)

b) Explain the multi-echelon inventory approach in detail.

14. a) Elucidate the different modes of transportation, compare the different modes with its merits and demerits.

(OR)

b) Discuss the factors that plays a vital role in the design of packaging.

15. a) How do you measure and evaluate the following performance metrics ?

i) Capacity

ii) Utilization

iii) Theoretical flow/cycle time of production

iv) Actual average flow cycle time

v) Flow time efficiency

vi) Product variety

vii) Average inventory

viii) Fill rate.

(OR)



b) Discuss the following :

- i) Explain why a firm would want to develop an organization chart for logistic/supply chain. (5)
- ii) Explain the difference between a line and staff organization structure for logistics. (5)
- iii) What criteria would you use to determine whether a logistics or supply chain structure should be centralized or decentralized ? (3)

PART – C

(1×15=15 Marks)

16. a) Suppose you are the Distribution Manager of a firm, what kind of strategic relationship you will maintain for the smooth supply of your firm's products to the consumers.

(OR)

b) Assuming yourself as a country manager responsible for establishing the logistics network for your product. Which is heavy and bulk (eg. cement or steel) ? Design a suitable network for

- i) Inventory management. (5)
- ii) Warehousing management. (5)
- iii) Transportation management. (5)
