Sub Code:KMBOM01

Paper Id: 270368 Roll No:

MBA
(SEM-III) THEORY EXAMINATION 2019-20
SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

Q no.	Question	Marks	CO
a.	List any two objectives of Supply chain.	2	1
b.	What is Value Chain?	2	1
c.	Write any two important factors to select transportation options.	2	2
d.	What is Activity based costing?	2	2
e.	Explain SCOR Model.	2	3
f.	What is meant by Bullwhip effect?	2	3
g.	Give one difference between 3 PL and 4 PL Providers	2	4
h.	Distinguish between private and public warehouses.	2	4
i.	What are the key features of Green supply chain management?	2	5
j.	Why CRM is involved in Supply Chain Management?	2	5

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SECTION B

2. Attempt any *three* of the following: 3 x 10 = 30

Q no.	Question	Marks	CO
a.	Discuss the strategic, tactical and operational issues in Supply chain management.	10	1
b.	Discuss different types of costs involved in Transportation.	10	2
c.	What are the challenges involved in establishing Global Supply Chain?	10	3
d.	Explain the concept and nature of outsourcing. Highlight the various strategic decisions to outsourcing.	10	4
e.	Describe the components of green supply chain management.	10	5

SECTION C

3. Attempt any *one* part of the following: 1 x 10 = 10

Q no.	Question	Marks	CO
a.	What are the different stages of Supply chain. Explain each stage with suitable example.	10	1
b.	Explain the Cycle view of Supply Chain Process in detail.	10	1

4. Attempt any *one* part of the following: 1 x 10 = 10

Q no.	Question	Marks	CO
a.	How companies are Gaining competitive advantage through Logistics Management.	10	2
b.	What is logistics? State with examples from real life the functions of logistics management.	10	2

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5. Attempt any *one* part of the following: 1 x 10 = 10

Q no.	Question	Marks	CO
a.	What are the internal and external methods of performance measurement?	10	3
b.	What are the importances of logistics network design?	10	3

6. Attempt any *one* part of the following: 1 x 10 = 10

Q no.	Question	Marks	CO
a.	What are the economic and service benefits of having a warehouse?	10	4
b.	Explain the key drivers of reverse logistics	10	4

7. Attempt any *one* part of the following:

Q no.	Question	Marks	CO
a.	Write down the Importance of Information technology in logistics industry.	10	5
b.	Discuss the functional components of CRM.	10	5

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