

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA (Sem.-4)

SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Subject Code : MBA-953-18

M.Code : 78029

Date of Examination : 19-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

Write short notes on :

1. Outline flows in a supply chain.
2. What is the role of block chain in supply chain?
3. What are QR codes?
4. What are intermodal modes of transport?
5. What is bullwhip effect in SCM?
6. Why is inventory management under uncertainty so challenging?
7. Discuss managerial levers to improve supply chain profitability.
8. Discuss the role of IT in supply chain.

SECTION-B

UNIT-I

9. A position of consistent superiority over competitors in terms of customer preference may be achieved through Supply chain strategies. Explain how a firm gains competitive advantage through Supply Chain Strategies?
10. “Six drivers determine the efficiency and responsiveness of a Supply Chain”. Discuss these drivers and their influence on the efficiency and responsiveness.

UNIT-II

11. Discuss following facility locations models.
 - a. Centre of gravity model.
 - b. Factor rating model.
12. Write short notes on following :
 - a. Discounted cash flow analysis.
 - b. Framework for design decisions.

UNIT-III

13. Discuss the impact of supply uncertainty aggregation and replenishment policies on safety inventory. Why Vendor Managed Inventory (VMI) is recognized as an effective strategy for combating irregularities in the supply chain?
14. Write notes on following :
 - a. Factors affecting transportation decisions.
 - b. Optimum level of product availability.

UNIT-IV

15. “A lean supply chain is a supply chain operating at its very best”. Do you agree or disagree. Discuss.
16. Discuss the role of Information Technology in the Supply Chain? What is the impact of eBusiness in supply chain? Give any example to support your answer.

SECTION-C

17. Case Study :

“DCG” Refrigerators Manufacturers are manufacturing of commercial Refrigeration units which are exclusively used malls or restaurants. Nearly 80 percent of its sales are replacement models which mean that the company relies heavily on repeat customers. A unit usually breaks down with little or no warning. Often the customer is under pressure on finding a replacement within a day or two to run his business.

Therefore, the customer is mainly concerned with supplier response no matter who the supplier is. The company hired A to Z logistics, a logistics consulting company to help optimize their distribution network and revive sales.

At that time, they had 20 distribution centers and warehouses around the country, stocking 40 different models. A to Z logistics, first thought of shrinking the distribution network to four or five strategically located warehouses, each with extensive inventory. This strategy would have reduced 25 percent of Company’s total SCM costs, but would have made rapid delivery tough. The marketing manager of DCG suggested that the company should go in the opposite direction and expand to 30 locations with a full range of products. But that would have been prohibitively expensive.

Question :

Comment on the idea of A to Z logistics to reduce the distribution centers / warehouses from 20 to 4 or 5 strategic locations. What should the company do?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.