M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / SEMESTER - IV (2012 COURSE)(CHOICE BASED CREDIT SYSTEM)/ M.B.A. (FM) SEMESTER - IV (2013 (CHOICE BASED CREDIT SYSTEM) : SUMMER - 2018

SUBJECT: ELECTIVE – V: LOGISTICS AND SUPPLY CHAIN MANAGEMENT (PRODUCTION MANAGEMENT)

Day : **Thursday** **S-2018-1923** Time: **02.00 PM TO 05.00 PM**
Date : **24/05/2018** Max. Marks: 100

N. B.:

1) Attempt **ANY FOUR** questions from Section – **I** and **ANY TWO** questions from Section – **II**.
2) Figures to the right indicate **FULL** marks.
3) Answers to both the sections should be written in **SEPARATE** answer books.

SECTION - I

Q. 1 Discuss concept of 5 R in achieving customer satisfaction with suitable examples. **(15)**

Q. 2 Explain sourcing and pricing of logistics with suitable examples. **(15)**

Q. 3 Discuss use of Information Technology in Supply Chain Management with suitable examples. **(15)**

Q. 4 Discuss different materials handling equipments with appropriate examples. **(15)**

Q. 5 Write short notes on **ANY THREE** of the following: **(15)**

a) Complexities in transshipment

b) Materials Management

c) SCM Drivers

d) Planning Demand and Supply Chain

SECTION - II

Q. 6 Discuss the nature and relative characteristics of various modes of transport. What issues should a logistics manager consider in trying to select a mode of transport? **(20)**

Q. 7 'Supply Chain Management is simply the extension of logistics functions with other participants like vendors, customers and third-party logistics service providers'. Discuss. **(20)**

Q. 8 What is EOQ? Explain different models for determination of EOQ. **(20)**

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