

**S.D.E.**

**M.B.A. Sem-IV (2013 Course) : WINTER - 2018**

**SUBJECT: ELECTIVE –V: LOGISTICS & SUPPLY CHAIN MANAGEMENT  
(PRODUCTION & OPERATIONS MANAGEMENT)**

**Day:** Tuesday  
**Date:** 11/12/2018

**W-2018-4591**

**Time:** 02.00 PM TO 05.00 PM  
**Max. Marks:** 70

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**N. B.**

- 1) Attempt any **THREE 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 the **SEPARATE** answer books.
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**SECTION – I**

- Q.1** Discuss the contribution of Supply Chain Management (SCM) to the survival and success of a business firm in the competitive global environment. (14)
- Q.2** Briefly explain the underlying concept of Bull Whip effect. How can this be monitored and contained? (14)
- Q.3** How does the knowledge and Mastery of ‘5R’ help a company to satisfy its customers? (14)
- Q.4** Suggest some workable methods to cope up with Transportation Problem while effectively reducing the costs. (14)
- Q.5** Write Short Notes on **ANY TWO** of the following : (14)
- a) Role of Distribution
  - b) Information Flow and Material Flow
  - c) SCM drivers
  - d) Strategic Fit

**SECTION -II**

- Q.6** Discuss the merits and demerits of various transportation systems. Quote suitable examples. (14)
- Q.7** Outline the major considerations that are involved in the outsourcing of Logistics. (14)
- Q.8** With suitable examples, discuss how ‘IT’ is influencing the current practices in Logistics and Supply Chain Management. (14)

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