

**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) : WINTER - 2017**

(PRODUCTION MANAGEMENT)
SUBJECT: → *Logistics & Supply Chain Management*

Day : **Wednesday**
Date : **06/12/2017**

W-2017-1807

Time: **02.00 PM TO 05.00 PM**
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** Explain in details the effect of Bull whip on Supply Chain Management. (15)
- Q. 2** State the role of 3 PLs and 4 PLs in the achievement of supply chain objectives. (15)
- Q. 3** Discuss how functional integration can benefit logistics and a firm as a whole. (15)
- Q. 4** Discuss various types of transportation systems with their merits and demerits. (15)
- Q. 5** Write short notes on **ANY THREE** of the following: (15)
- a) MRP
 - b) Stores Functions
 - c) Transportation Problem
 - d) Planning Demand and Supply Chain

SECTION - II

- Q. 6** Explain the concept of Supply Chain Management in relation to competitive global business. How has globalization made strategic fit even more important to a company's success? (20)
- Q. 7** Discuss concept of 5R in achieving customer satisfaction with suitable examples. (20)
- Q. 8** What is Logistics? Explain sourcing and pricing of Logistics with suitable examples. (20)

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