

S.D.E.
M.B.A. SEM-IV (2013 COURSE) : WINTER - 2017
SUBJECT: ELECTIVE –V: LOGISTICS & SUPPLY CHAIN MANAGEMENT
(PRODUCTION & OPERATIONS MANAGEMENT)

Day: Wednesday
Date: 27/12/2017

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

W-2017-4231

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.

SECTION – I

- Q.1** Explain the concept of Supply Chain Management. Bring out its significance in the current competitive global business. (14)
- Q.2** Outline different types of Distribution Network currently in use by Indian business firms. (14)
- Q.3** Explore the concept and utility of Logistics in the context of overall Materials Management. (14)
- Q.4** “Discuss the Bull Whip effect in details citing suitable examples. (14)
- Q.5** Write Short Notes on **ANY TWO** of the following : (14)
- a) Role of wholesaler
 - b) Types of distribution levels
 - c) Factors that impact Logistics Pricing
 - d) Importance of Cost Reduction

SECTION -II

- Q.6** Examine the concept and the contribution of ‘5R’s in achieving customer satisfaction. (14)
- Q.7** Comment giving suitable examples the role of forwarding and clearing agents (14)
- Q.8** Identify and explain the current developments and practices pertaining to MRP II (14)

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