Subject Code—0236

M.B.A. EXAMINATION

(Batch 2009 to 2017)

(Third Semester)

SUPPLY CHAIN MANAGEMENT

POM-323

Time : 3 *Hours*   *Maximum Marks :* 70

Section A

Note : Attempt any *Seven* questions.   **7×5=35**

1. Logistics and its interface with the marketing.

2. What is Reverse Logistics ?

3. Material handling as an important element of logistics.

4. Inbound and outbound logistics.

5. Cost trade-offs analysis in logistics.

6. Significance of Just-in-time approach in logistics.

7. Various steps in order processing decision.

8. How logistics performance is affected by buyer-vendor co-ordination ?

9. Role of technology in performance of logistics.

10. What are the cost saving opportunities for logistics ?

Section B

Note : Attempt all the questions.

11. What are the various decisions that the logistics managers are required to incorporate while formulating a strategy of logistics relating to domestic automobile ?   **12**

Or

What are the links between transportation, inventory management and warehousing management decisions ? Explain the various considerations that should be employed to identify the appropriate customer service in the light of above linkages.

12. Explain the role of inventory management in the achievement of logistics objectives. State various decision area of inventory management.

Or

What modes of transportation are best suited for large, low-value shipments ? Why ? How does multimodel transportation facilitate logistics effectiveness ?   **12**

13. Enumerate the objectives of performance measurement and control. Highlight the various steps involved in performance measurement and control of logistics system.

Or

Give a detailed note on Porter's industry Analysis and value chain models.   **11**