



MBA
(SEM III) THEORY EXAMINATION 2023-24
SUPPLY CHAIN & LOGISTICS MANAGEMENT

TIME: 3HRS

M.MARKS: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A**1. Attempt all questions in brief.**

Q no.	Question	Marks
a.	Define Supply Chain.	2
b.	Discuss the cyclic view of Supply Chain.	2
c.	Define Logistics.	2
d.	Define Distribution.	2
e.	Discuss Demand Chain Management.	2
f.	Expand SCOR.	2
g.	List out the features of Third-Party Logistics.	2
h.	What is Warehouse?	2
i.	Discuss Sustainability.	2
j.	Differentiate between Supply Chain and Green Supply Chain.	2

SECTION B**2. Attempt any three of the following:**

a.	Explain the key issues involved in Supply Chain Management.	10
b.	“A position of consistent superiority over competitors in terms of customer preference may be achieved through logistics. Explain how a firm gains competitive advantage through logistics?”	10
c.	Explain the three objectives for developing and implementing performance measurement system.	10
d.	Explain the concept of warehouse. Also discuss the various types of warehouses with suitable example.	10
e.	What dimensions of an internal and external environment might be affected by green supply chain initiatives?	10

SECTION C**3. Attempt any one part of the following:**

a.	“Each stage of the supply chain optimizes only its own local objective by completely neglecting the impact on the complete chain because of lack of coordination.” What is the impact of lack of coordination on Supply Chain performance?	10
b.	Explain the Supply Chain Drivers and obstacles in detail.	10

4. Attempt any one part of the following:

a.	“The mission of logistics management is to plan and coordinate all those activities necessary to achieve desired levels of quality and service at lowest possible cost.” Explain?	10
b.	Discuss Transportation. Explain various Functions and costs involved in different types of transportation.	10

5. Attempt any one part of the following:

a.	Explain SCOR model. How the SCOR model is used to give flexibility to the supply chain framework?	10
b.	“Managing logistics operations within the country is very much simple than that of managing the flow of inventory and information across the global supply chain.”	10

6. Attempt any one part of the following:

a.	Discuss Reverse Logistics. How reverse logistics effects the process of Supply Chain Management?	10
b.	How would you explain benefits of logistical outsourcing in detail?	10

7. Attempt any one part of the following:

a.	Explain about the role of Information Technology in Supply Chain Management?	10
b.	Analyze the advantages of CRM for effective and efficient SCM.	10