

- (b) Where does Ace Dairies fit into this? What specific activities form the logistics in Ace Dairies?
- (c) What are the main problems that Ace Dairies has with logistics?

SECTION C

- 3. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) What is supply chain management? Explain the supply chain principles.
 - (b) Describe the five drivers of supply chain and also mention that how they can help in enhancing the supply chain capabilities.
- 4. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) What is logistics? State with examples from real life and explain the functions of logistics with the help of those examples.
 - (b) What is a multimodal transport system? Explain its advantages.
- 5. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) How to estimate the performance measurement.
 - (b) Explain bullwhip effect and how do we minimize the bullwhip effect.
- 6. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) Explain concept of warehouse and examine its functions.
 - (b) Explain various types of Warehouses.
- 7. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) Discuss the role of supply chain management in CRM.
 - (b) Explain about the customer service capabilities.