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Reg. No.

Question Paper Code

21287

MBA - DEGREE EXAMINATIONS, NOV/DEC 2022

Third Semester

Master of Business Administration

20MBO301 - SUPPLY CHAIN AND LOGISTICS MANAGEMENT

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|---|-------------------------------|
| 1. Recall the best practices in SCM. | 2,K1,CO1 |
| 2. State the primary motivators for Make or Buy Decision. | 2,K1,CO1 |
| 3. Describe the motive behind supply chain optimization models. | 2,K2,CO2 |
| 4. State the role of distribution network design. | 2,K1,CO2 |
| 5. Recall the functions of warehousing. | 2,K1,CO3 |
| 6. Recall the different types of warehouse layouts. | 2,K1,CO3 |
| 7. Identify the critical reasons for outsourcing. | 2,K1,CO4 |
| 8. State the importance of unitization. | 2,K1,CO4 |
| 9. Describe the role of ERP in SCM. | 2,K2,CO5 |
| 10. List out the desired characteristics of LIS. | 2,K1,CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Explain the evolution of supply chain management. 13,K2,CO1
- OR**
- b) Explain the components of Logistics management. 13,K2,CO1
12. a) Explain the impact of the following online sales with respect to the Cost and service Factors of the Distribution network.
- (i) Amazon Online sales of books compared to the traditional method of sales 7,K2,CO2
- (ii) Netflix Online sales compared with the traditional method of DVD sale. 6,K2,CO2
- OR**
- b) Discuss the challenges in designing a global supply chain network design. 13,K2,CO2

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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13. a) Considering yourself as a Cold Chain Manager, analyze and prepare a list of Cold Chain Issues that you may have to address for properly managing the Cold Chain System. *13,K4,CO3*

OR

- b) Analyse the various factors that affect the size of a warehouse. How can layout and design affect warehouse efficiency and productivity? *13,K4,CO3*

14. a) Discuss the various factors affecting the transportation cost and also select the product to highlight the importance of each factor. *13,K2,CO4*

OR

- b) "Packaging is usually a prerequisite for every product but also an important logistics activity because it is the packaged product that is transported, stored, carried, etc in the supply chain" Discuss this statement in context with Industrial packaging. *13,K2,CO4*

15. a) "Reverse logistics, though considered a drain on the company's profits, can be leveraged as a tool for customer satisfaction in today's competitive markets" Elucidate. *13,K1,CO5*

OR

- b) Explain how "green logistics" strategies can be tuned to a "product life cycle" approach adopted by companies. *13,K1,CO5*

PART - C (1 × 15 = 15 Marks)
(Compulsory)

16. Shoppers' Paradise has a swanky mall at Andheri, Mumbai. They have a complete range of who's who of shopping items. It was a shop-in-shop based on international standards. The shop area is nearly 3,50,000 square feet and about 25,000 customers visit the mall daily. *15,K6,CO6*

Fierce competition has driven Shoppers' Paradise to tie up with music companies, popular food outlets, etc. This ensures at least a certain percentage of sales. Again, to ensure that no stock-outs take place, Shoppers' Paradise has built a warehouse close to its mall. The warehouse has sufficient storage capacity. Based on consumption patterns, the warehouse is stocked with the required inventory.

Shoppers Paradise basically targets higher-income groups. Therefore, it prefers to use roadways for the transport of goods from the vendors. Though expensive as compared to railways, roadways have advantages in terms of door-to-door delivery, quicker decisions regarding changes in routes or change in delivery schedules, etc.

Shoppers Paradise physically opens the packs received from the vendors. It sorts out the goods and puts the necessary price tags on them. The goods are then repacked to be appropriately stacked for final delivery, as and

when required.

Since no heavy inventory has to be transported, mechanized material handling is not used since it would involve heavy capital investment. Pallets and crates are used extensively. Again, when goods are returned by the customers due to defects, Shoppers Paradise sends the goods to the warehouse from where the goods are sent back to the concerned vendor. The cost of the return is borne by the vendors.

In case of new arrivals of stock, the sales department of Shoppers Paradise puts up billboards about the new stock early in the morning, before the customers arrive. This makes it convenient for the customers to know about new arrivals.

Shoppers Paradise is very keen to ensure that the customers get the right product at the right time. At the same time, the management of Shoppers Paradise desires to reduce the overall cost. You are appointed as a Logistics Consultant. Suggest ways to improve the performance of Shoppers Paradise.

Questions:

- a) Study and discuss the implications of logistics network design.
- b) Discuss the modes of inventory sourcing.
- c) Analyze the alternative modes of communication.
- d) Analyze the ways in which Shoppers Paradise can increase productivity.