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Question Paper Code	13245
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2024

Third Semester

Master of Business Administration

20MBO309 - RETAIL LOGISTICS MANAGEMENT

Regulations - 2020

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

	<i>Marks</i>	<i>K- Level</i>	<i>CO</i>
1. State your understanding of the term “logistics”.	2	K1	CO1
2. Recognize the meaning of 3PL Logistics service providers.	2	K1	CO1
3. Illustrate the logistics function in vendor facilitation.	2	K2	CO2
4. Explain Just in Time.	2	K2	CO2
5. Identify the key objectives of logistics in order fulfillment.	2	K3	CO3
6. Select the types of containerization used in logistics.	2	K3	CO3
7. Outline the features of international sourcing.	2	K2	CO4
8. Identify the uses of Multimodal Transport.	2	K3	CO4
9. Organize the two emerging trends in retail logistics.	2	K3	CO5
10. Make use of any two popular e-commerce business models.	2	K3	CO5

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

11. a) Illustrate the role of retail logistics for supply chain transformation.	13	K2	CO1
<b>OR</b>			
b) Explain briefly the strategies to optimize retail logistics.	13	K2	CO1
12. a) Identify the Issues faced with inefficient procurement in logistics.	13	K3	CO2
<b>OR</b>			
b) Construct the concept of VMI and explain the role of logistics in implementing VMI.	13	K3	CO2
13. a) Identify the role of logistics in order fulfillment, highlighting its key objectives and benefits.	13	K3	CO3
<b>OR</b>			
b) Identify the benefits and challenges of consolidation in logistics.	13	K3	CO3
14. a) Examine the benefits and challenges of internationalizing logistics operations for a multinational company.	13	K4	CO4
<b>OR</b>			
b) Analyze the different types of terminal networks used in logistics, including sea ports, airports, and inland container depots.	13	K4	CO4

15. a) Explain the key challenges faced by e-tail logistics providers and strategies to overcome them. 13 K5 CO5

**OR**

- b) Evaluate the strategies for minimizing packaging waste and the benefits of waste-to-resource initiatives in retail. 13 K5 CO5

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

16. a) **Maersk Line's International Logistics Expansion** 15 K5 CO5

Maersk Line, a Danish shipping company, expanded its logistics operations globally to capitalize on growing international trade. In 2010, Maersk acquired Damco, a logistics company, to enhance its supply chain capabilities. The acquisition enabled Maersk to offer end-to-end logistics solutions, including international sourcing, distribution, and transportation management.

Maersk's international logistics expansion focused on emerging markets, particularly Asia-Pacific and Latin America. The company established strategic partnerships with local logistics providers to enhance its network and expertise. Maersk invested heavily in technology, implementing a global transportation management system (TMS) to optimize route planning, vessel booking, and customs clearance.

In export logistics, Maersk introduced a Less-than-Container Load (LCL) service, enabling small and medium-sized enterprises (SMEs) to export goods efficiently. The company's Full Container Load (FCL) service catered to large enterprises requiring dedicated container shipments. Maersk's expertise in customs documentation and clearance ensured compliance with regulatory requirements.

In import logistics, Maersk's bonded warehousing facilities streamlined customs formalities and clearing processes. The company's multimodal transport capabilities, including sea, air, and land transportation, ensured seamless delivery to distribution centers, distributors, and retail outlets.

Maersk's commitment to security and insurance ensured cargo safety and mitigated risks associated with international trade. The company adhered to the UN International Convention on the Multimodal Transport of Goods, ensuring standardization and consistency in logistics operations.

Results:

Maersk's international logistics expansion resulted in:

- 25% increase in revenue
- 30% reduction in logistics costs
- Enhanced customer satisfaction
- Expanded global presence

**Questions:**

1. Analyze the role of strategic partnerships in Maersk's international logistics expansion.
2. Evaluate the impact of technology on Maersk's.