

CBCS SCHEME

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MBA301



Third Semester MBA Degree Examination, June/July 2026 Logistics and Supply Chain Management

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	Explain types of Logistics.	3	L1	CO1
	b.	Discuss the evolution of logistics towards Supply Chain Management.	7	L2	CO1
	c.	"Logistics planning plays a vital role in improving efficiency." Evaluate the logistics planning process with suitable examples.	10	L4	CO4
Q.2	a.	Define Supply Chain and state its significance.	3	L1	CO1
	b.	Explain the factors influencing design of distribution networks.	7	L3	CO2
	c.	Analyze the impact of innovations and global sourcing decisions in modern supply chains. Provide relevant examples.	10	L4	CO4
Q.3	a.	What is Warehousing?	3	L1	CO1
	b.	Discuss the components of inventory decisions in logistics.	7	L3	CO2
	c.	Evaluate how warehouse design and inventory management can reduce overall logistics cost.	10	L4	CO4
Q.4	a.	What is Bullwhip effect?	3	L1	CO1
	b.	Discuss the factors affecting Network Design Decisions.	7	L3	CO2
	c.	Critically evaluate the role of transportation and containerization in achieving supply chain efficiency.	10	L4	CO4
Q.5	a.	State EOQ and its purpose.	3	L1	CO1
	b.	Explain the drivers of supply chain.	7	L2	CO1
	c.	Discuss how inventory cost management and lead-time reduction helps in improving business performance.	10	L4	CO4

Q.6	a.	Define International Logistics.	3	L1	CO1
	b.	Explain the role of Vendor Managed Inventory (VMI).	7	L3	CO3
	c.	Evaluate the role of IT and benchmarking in building integrated supply chains with real-world examples.	10	L4	CO4
Q.7	a.	What is Outsourcing?	3	L1	CO1
	b.	Explain challenges in global sourcing decisions.	7	L3	CO2
	c.	Evaluate the role of customer service and collaborative planning in enhancing the value of supply chain.	10	L4	CO4
Q.8		Compulsory Question : CASE STUDY : A leading FMCG company delivers products to over 2,000 distributors in India. The firm is facing issues such as frequent stock-outs, rising inventory cost and transportation delays. The organization is planning to redesign its logistics system by adopting IT solutions like VMI and integrated warehouse management and is also considering outsourcing distribution.			
	a.	Identify the supply chain challenges faced by the company.	5	L2	CO2
	b.	Suggest appropriate improvements in warehouse and inventory management.	5	L3	CO3
	c.	Evaluate the role of outsourcing and transportation choice in improving efficiency.	5	L4	CO4
	d.	Recommend an IT-based solution to reduce uncertainties in the supply chain.	5	L4	CO3
