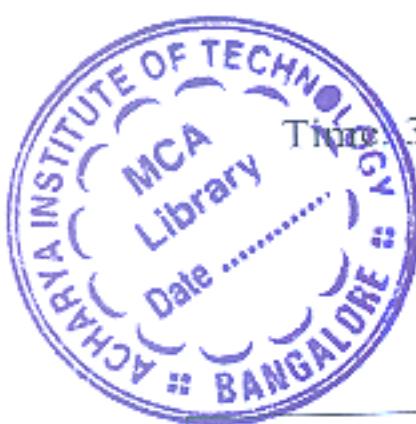


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Third Semester MBA Degree Examination, June/July 2025  
**Logistics and Supply Chain Management**

Time: 3 hrs.

Max. Marks: 100

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

			M	L	C
Q.1	a.	Define Logistics.	3	L1	CO1
	b.	Examine the logistics activities in detail.	7	L4	CO1
	c.	Appraise on the evolution of logistics towards supply chain management.	10	L5	CO1
Q.2	a.	What is supply chain management?	3	L1	CO1
	b.	Explain the process view of supply chain.	7	L2	CO1
	c.	Identify the types or methods of forecasting in supply chain.	10	L3	CO1
Q.3	a.	Explain on logistics environment assessment.	3	L2	CO2
	b.	Construct the logistics planning process steps in detail.	7	L3	CO2
	c.	Discover the primary functions of warehousing. Brief the tools for efficient ware house management system.	10	L4	CO2
Q.4	a.	What do you mean by inventory control?	3	L1	CO3
	b.	Explain the components of inventory decisions.	7	L2	CO3
	c.	Classify the inventory control techniques in detail.	10	L4	CO3
Q.5	a.	Define distribution management.	3	L1	CO3
	b.	Explain the factors impacting road transport.	7	L2	CO3
	c.	Construct the distribution networks in practice.	10	L3	CO3

Q.6	a.	Explain Benchmarking.	3	L2	CO3	
	b.	Identify the process of implementing an IT enabled SCM system.		7	L3	
	c.	Analyze the steps involved in benchmarking process.		10	L4	
Q.7	a.	What do you mean by third party logistics?	3	L1	CO4	
	b.	Explain the factors influencing logistics costs.		7	L2	
	c.	Explain the logistics information solutions for managing the logistics activities effectively.		10	L2	
Q.8	<u>CASE STUDY (Compulsory)</u>					
	<p>“Cool Air” Air conditioners is a manufacturer of commercial air conditioning units which are exclusively used on the roof of malls or restaurants. Nearly 80% of its sales are replacements models which means that the company relies heavily on repeat customers.</p> <p>An air conditioner usually breaks down with little or no warning. Often the customer is under pressure for finding a replacement within a day or two to run his business. Therefore the customer is mainly concerned with supplier response no matter who the supplier is.</p> <p>“Cool Air” Air conditioners hired “Reliable logistics”, a logistics consulting company to help optimize their distribution network and revive sales. At the time, they had 20 distribution centres and warehouses around the country stocking 40 different models.</p> <p>“Reliable logistics” first thought of shrinking the distribution network to four or five strategically located warehouses, each with extensive inventory. This strategy would have reduced 25 percent of “Cool Air” Air conditioners costs, but would have made rapid delivery tough. The marketing manager of “Cool Air” Air conditioners suggested that the company should go in the opposite direction and expand to 30 locations with a full range of products. But that would have been prohibitively expensive.</p>					
	<p><u>Questions</u></p> <p>a. What do you think are the problems faced by “Cool Air” Air conditioners?</p> <p>b. Criticize on the ideas of “Reliable Logistics” to reduce the distribution centres/warehouses from 20 to 4 or 5 strategic locations.</p> <p>c. What would you suggest to ensure local availability with minimum inventory for “Cool Air” Air conditioners in their distribution network?</p>					

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