MB–203(SC3)

M. B. A. (SECOND SEMESTER)
END SEMESTER EXAMINATION,
June, 2023

LOGISTICS AND SUPPLY CHAIN
MANAGEMENT

Time : Three Hours

Maximum Marks : 100

Note : (i) This question paper contains two Sections–Section A and Section B.

  (ii) Both Sections are compulsory.

  (iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section A. Each sub-question carries 10 marks.

  (iv) Section B consisting of case study is compulsory. Section B is of 20 marks.

Section—A

1. (a) Outline the role of Reverse logistics in today's scenario. (CO1)

(b) "The mission of logistics management is to plan and coordinate all those activities necessary to achieve desired levels of quality and service at the lowest possible cost." Define. (CO1)

(c) "A position of consistent superiority over competitors in terms of customer preference may be achieved through logistics." Define how a firm gains a competitive advantage through logistics.

(CO1)

2. (a) Summarize the importance of the following topics in the context to logistics : (CO2)

(i) MRP

(ii) JIT

(iii) CPFR

(b) "Each stage of the supply chain optimizes only its own local objective by completely neglecting the impact on the complete

chain because of lack of coordination." Contrast the impact of a lack of coordination on Supply Chain performance. (CO2)

(c) Explain the objectives of the Multimodal Transportation of Goods Act 1993. (CO2)

3. (a) Determine the role of supply chain network configuration. (CO3)

(b) Articulate the relative importance of the most important and major ways of transportation. (CO3)

(c) Explain various Sourcing and transportation decisions in Supply Chain Management. (CO3)

4. (a) Illustrate the role of Information Technology in Supply Chain Management. (CO4)

(b) "Managing logistics operations within the country is very much simple than that of managing the flow of inventory and information across the global supply chain." Explain the issues and challenges in global supply chain management.

(CO4)

(c) Explain the various IT tools used in Supply Chain.

(CO4)

Section—B

5. **Case Study :**

(CO5)

"Cool Air" Air-conditioning is a manufacturing of commercial air conditioning units which are exclusively used on the roof of malls or restaurants. Nearly 80 percent of its sales are replacement models which means that the company relies heavily on repeat customers. An air conditioner usually breaks down with little or no warning. Often the customer is under pressure on 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. "Cool Air" Air-conditioners hired "Reliable logistics", a logistics consulting company to help optimize their distribution network and revive sales. At that time, they had 20 distribution centers and warehouses around the country, stocking 40 different models. "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.

Questions :

(a) Assess the problems faced by "Cool Air" Air-conditioners.

(b) Comment on the idea of Reliable logistics to reduce the distribution centers / warehouses from 20 to 4 or 5 strategic locations.

280