

(4.)

MB-203(SC3)

1,25,000 for the second month. The production was required to be started **earlier** to meet the target of projected demand as well as to account for the changeover in the pack-size in the second month.

You are appointed as a logistics consultant by the Company. You are required to guide the Company regarding the following :

The Company is very keen that its product must be well-received in the market. What coordination is required between the production, marketing and other departments of the Company ?

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280

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Roll No.

MB-203(SC3)

M. B. A. (SECOND SEMESTER)

MID SEMESTER

EXAMINATION, April, 2023

LOGISTICS AND SUPPLY CHAIN

MANAGEMENT

Time : 1½ Hours

Maximum Marks : 50

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.

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(2)

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Section—A

1. (a) Highlight the importance of logistics in an organization. What are the major factors affecting it? (CO1, CO2)
(b) Define the broad participants of SCM. (CO1, CO2)
(c) Explain the network relations in supply chain. Briefly describe the procurement process in a supply chain. (CO1, CO2)
2. (a) Explain logistics system analysis and design. (CO3)
(b) Illustrate the concept of core and reverse supply chain. (CO3)
(c) Articulate the logistics interface with marketing and production. (CO3)
3. (a) Explain the supply chain coordination and the bullwhip effect. (CO4)
(b) Illustrate the importance of Planning in SCM. (CO4)
(c) Write short note on the following : (CO4)
CPFR

Section—B

4. **Case Study :** (20 Marks) (CO5)
The management of Yummy Noodles Company was contemplating on introducing

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200 grams pack of savory noodles into the Indian market at ₹ 10 per pack. This was only for one month which was construed to be as a test marketing period. During this period, the Company wanted to have a “blitz” strategy of flooding the market with their product. In the subsequent month, the management of Yummy Noodles Company had planned to raise the price of the pack to ₹ 15, while the weight of the pack was to be fixed at 250 grams. A free gift in the form of a plastic bowl with a spoon was also planned. Two months **Before** the launch of the actual production, the marketing department of the company brought out advertisements regarding the savory noodles. The advertisements were displayed on billboards, TV, radio, print media. Schools and colleges were also targeted to rope in students and children to buy the product. Production of the noodles was planned to be started along with the marketing program. The forecast of the number of expected packets that could be sold for the first month was around 75,000, and

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