PG – 730

III Semester M.B.A. (Day and Eve.) Examination, May/June 2025
(CBCS) (2022-23 and Onwards)
MANAGEMENT
3.12.3 : Logistics Management Systems and Practices

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any five** questions carrying **five** marks **each**. **(5×5=25)**

1. What are the main components of logistics management and how do they contribute to business efficiency ?
2. Differentiate between inbound, outbound and reverse logistics with examples.
3. Explain the role of freight forwarders and NVOCC(Non-Vessel Operating Common Carrier) in international trade.
4. Discuss the differences between centralized and decentralized warehousing.
5. What is logistics strategy and why is it important for businesses ?
6. Discuss the role of customer service in integrated logistics.
7. Discuss the trade-offs associated with different global logistics network approaches.

SECTION – B

Answer **any three** questions carrying **ten** marks **each**. **(3×10=30)**

8. Explain how multimodal transport can minimize costs and damages while handling materials in international trade.
9. How does EDI (Electronic Data Interchange) improve logistics efficiency in warehouse management ?

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10. How does information technology impact logistics and supply chain operations ? Provide real-world examples.

11. Analyze the impact of Logistics Information Systems (LIS) on global supply chain efficiency with suitable examples.

SECTION – C

12. Case study : **(15×1=15)**

Compulsory question :

Case study : Amazon India's Logistics and Supply Chain Optimization.

Amazon India has become a leader in logistics and supply chain management since its launch in 2013, using advanced transportation, warehouse management and logistics strategies to enhance customer experience. It has tackled challenges posed by India's geography, infrastructure and high order volumes by optimizing inbound, outbound and reverse logistics. The company's logistics framework focuses on cost optimization, faster delivery and customer satisfaction, incorporating both its own logistics arm, Amazon Transportation Services (ATS) and third-party logistics (3PL) providers.

To ensure rapid deliveries, Amazon India employs a multimodal logistics model, using road, rail and air freight to move inventory efficiently. It collaborates with airlines and rail networks, establishing Fulfillment Centers (FCs) near high-demand areas to minimize transit times and costs. The company also facilitates international shipping for Indian sellers through its Global Selling Program.

Amazon India's warehouse network, with over 60 FCs and numerous small delivery hubs, uses AI-powered warehouse management systems to predict demand and optimize inventory. The Seller Flex program further streamlines operations by allowing sellers to store inventory at their locations while Amazon handles fulfillment, improving speed and reducing dependency on centralized storage.

The company's logistics strategies, such as Amazon Easy Ship, Amazon Pantry and Fresh and local shops on Amazon, ensure efficient delivery and meet specific needs like cold-chain logistics for groceries. Amazon also prioritizes sustainable and cost-effective packaging solutions to minimize damage and environmental impact.

Technology plays a crucial role in Amazon India's logistics operations. With its Logistics Information System (LIS), machine learning, IoT and blockchain technologies, Amazon ensures real-time tracking, route optimization and effective last-mile delivery, cementing its position as a leader in India's e-commerce logistics sector.

Discussion questions :

a) How has Amazon India's logistics strategy given it a competitive advantage over other e-commerce companies in India ?

b) What role does multimodal transportation play in Amazon's ability to optimize costs and ensure timely deliveries ?

c) How can Amazon further improve its warehouse and inventory management strategies to enhance supply chain efficiency ?