

Model Question Paper

Fourth Semester MBA Degree Examination

Logistics and Supply Chain Management

Time: 3 Hours

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q1 to Q7.

2. Question No. 8 is compulsory.

3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.

			M	L	C
Q1	a.	Explain the need of Logistic Management.	03	L2	CO1
	b.	A mid-sized manufacturing company is experiencing multiple logistics challenges, delayed raw material, customer complaints about late shipments. As a logistics consultant, identify the types of logistics that can address each of these problems.	07	L3	CO1
	c.	A logistics company is experiencing rising fuel and labor costs. As a logistics manager, Plan the pricing strategy to maintain profitability while staying competitive	10	L3	CO2
Q2	a.	Illustrate the term "Stockouts" in Logistic Management.	03	L2	CO1
	b.	A company is facing high distribution costs, delivery delays, and poor inventory control. Identify how the objectives of logistics can be used to improve its overall efficiency.	07	L3	CO4
	c.	A company is expanding its focus from transport and warehousing to building integrated links with suppliers and customers. Apply your understanding of the evolution from logistics to supply chain management to explain this transition.	10	L3	CO1
Q3	a.	Illustrate the term strategic logistic Planning.	03	L2	CO1
	b.	An e-commerce company is facing delays due to poor coordination between inventory and delivery teams. Identify the logistical information that can be integrated to improve efficiency.	07	L3	CO2
	c.	A company plans to expand its distribution network into a new region. Make use of the environmental factors that logistics manager assess before making the move.	10	L3	CO2
Q4	a.	Outline the concept of Supply Chain Management.	03	L2	CO1
	b.	Using the process view, explain how changes in one stage (Inbound logistics) can impact the efficiency of another stage.	07	L3	CO3
	c.	A logistics provider is comparing the use of air, rail, and road transport for the same shipment. Apply the factor of mode of transport to explain how prices would vary.	10	L3	CO4
Q5	a.	Explain the concept of third party logistics.	03	L2	CO1
	b.	Apply the concept of the bullwhip effect to explain why a manufacturer might overproduce during a festival season despite actual demand being stable.	07	L3	CO3
	c.	A furniture manufacturer faces frequent delays, high costs, and poor coordination across its suppliers and distributors. Identify and apply the relevant key issues in supply chain management that explain these problems.	10	L3	CO3

Q6	a.	Explain the concept of SDE Analysis.	03	L2	CO1
	b.	A pharmaceutical distributor needs specialized storage for temperature-sensitive medicines. Determine which type of warehouse is most suitable and justify your choice.	07	L3	CO4
	c.	A company's shipment was stolen en route to its destination. Apply the concept of security hazards in transportation to design a preventive strategy.	10	L3	CO3
Q7	a.	Compare ABC & VED Analysis.	03	L2	CO1
	b.	Apply value-based pricing to determine charges for a premium "white glove" furniture delivery service.	07	L3	CO5
	c.	A manufacturing company wants to minimize ordering and holding costs. Apply the EOQ concept to recommend how they should determine the most cost-effective order quantity while considering supplier lead time.	10	L3	CO3
Q8		<u>CASE STUDY (Compulsory)</u>			
		TransLink Supply Solutions is a logistics provider serving industries like FMCG, pharmaceuticals, electronics, and construction materials, using a mix of road, rail, air, and sea transport based on product type, urgency, and cost. Road is preferred for quick FMCG deliveries, air for urgent pharmaceutical shipments, rail for bulky industrial goods, and sea freight for exports. Recently, the company has struggled to select the most suitable mode due to rising fuel prices, airport congestion, port strikes, and seasonal monsoon disruptions affecting road and rail. With customers demanding faster, cheaper, and more reliable delivery, TransLink must reassess how it chooses transportation modes under varying conditions and constraints.			
	a.		10	L3	C05
	b.	Apply your understanding of transportation mode selection to explain which factors should guide TransLink's choice for FMCG deliveries. Apply the factor of distance to choose between road, rail, and air for domestic intercity deliveries.	10	L3	C05
