

D 70855



Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2014**

**BUS 3C 21—SUPPLY CHAIN MANAGEMENT**

(2013 Admissions)

Time : One Hour and Half

Maximum : 18 Weightage

**Part A**

*Answer all the questions.  
Each question carries 1 weightage.*

1. What is logistical management ?
2. Which are the key areas of four in improving and creating excellence in supply chain ?
3. Explain the role of warehousing and storage.
4. What is the role of robotics in warehouse material handling ?
5. Why co-operation and collaboration with supply chain parties is important ?
6. Give the meaning of supply chain synergy with suitable example.

(6 × 1 = 6 weightage)

**Part B**

*Answer any three questions.  
Each question carries 2 weightage.*

7. Describe the overall relationship between logistics and marketing.
8. Briefly explain Descriptive and normative models.
9. Give an overview of Decision models used in materials function.
10. What is the primary purposes of bar code packaging ? Is the role of bar coding different in material handling ?
11. Explain the concept of 'regionalization' of world trade and describe how it affects logistical challenges and performance.

(3 × 2 = 6 weightage)

**Part C**

*Answer any one of the following questions.  
Each question carries 6 weightage.*

12. Describe three important modes of transportation, identifying the most significant characteristics of each. What is the basic concept behind internodal movement.
13. Discuss the difference between reactive inventory logics and inventory planning logics. What are major implications of each ?

(1 × 6 = 6 weightage)