

D 52288

Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2014
MBA 3.4—SUPPLY CHAIN AND LOGISTICS MANAGEMENT

(2010 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer all the parts.

Part A

Answer all the questions.
Each question carries 1 weightage.

1. Define Supply chain.
2. What are the measures of Logistics ?
3. What is Supply Chain Energy ?
4. What is Logistics audit ?
5. What is supply chain flow cycle ?
6. What is relationship marketing ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.
Each question carries 3 weightage.

7. Explain functional co-ordination in supply chain relationship.
8. Explain supply chain value strategy.
9. Distinguish between Strategic and Tactical supply chain strategy.
10. Write a note on supply chain information system.
11. Explain the model of routing decisions.
12. Explain supply chain reward structure.
13. Explain the relevance of logistics in production and marketing.
14. Explain the benefits and limitations of Cross Docking.

(6 × 3 = 18 weightage)

Part C

Answer any two questions.
Each question carries 6 weightage.

15. Explain International Logistic Management of the future trend.
16. Explain the role of warehousing and distribution centres in Logistic Management.
17. Explain in detail the Inventory Management Decisions.

(2 × 6 = 12 weightage)

