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Name...

Reg. No.....................................

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

Business Administration

MBA 3.4—SUPPLY CHAIN AND LOGISTIC MANAGEMENT

(2010 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer **all** *parts.*

Part A

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

1. What is a logistic design ?

2. What do you mean by routing decisions ?

3. What is warehousing ?

4. What do you mean by supply chain logistics ?

5. What is value chain ?

6. What is transportation network ?

$(6 \times 1 = 6$ weightage)

Part B

Answer any **six** *questions.*
Each question carries 3 weightage.

7. Explain the various levels in relationship marketing.

8. Discuss the uses of warehousing and distribution centres in logistics.

9. Explain the importance of packaging in logistic management.

10. Discuss various logistics systems design.

11. Explain different energy of supply chain management.

12. Describe the supply chain flow cycle.

13. Develop a supply chain control system.

14. Explain the advantages of air transportation.

$(6 \times 3 = 18$ weightage)

Part C

Answer any **two** *questions.*
Each question carries 6 weightage.

15. Explain the future of supply chain management.

16. Describe the uses of supply chain information system.

17. Elucidate the significance of inventory management decisions in logistics and SCM.

$(2 \times 6 = 12$ weightage)