

SECTION—C

AP—260

5. A footwear company wanted to increase sales by entering into new markets outside India. The marketing team based on a research study had finalized to cater to countries especially UAE, Kuwait, Qatar and Oman. Also based on competition, the prices were finalized for initial launch of product. Still, there were many concerns during the board meeting over the following issues :

Issue 1 : Should the company outsource the logistics for the new market ? If they outsourced, which functions should be outsourced.

Issue 2 : How important would be the decision to change the packaging of footwears considering both customers and logistics point of view ? Considering the pros and cons of new packaging. As a logistics manager of the company, how would you address.

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|------------------------------------|---|
| (a) Issue 1 regarding outsourcing. | 6 |
| (b) Issue 2 regarding packaging ? | |
| Justify your suggestion. | 8 |

M.B.A. (Semester—II) Examination

LOGISTIC MANAGEMENT

Time—Three Hours]

[Maximum Marks : 70

- Note :—** (1) Attempt **ALL** questions.
(2) Figures to the right indicate marks.
(3) Use of scientific calculator is permitted.

SECTION—A

1. (a) Explain the detail important logistical concerns during the introduction, growth, saturation and maturity stage of a product's life cycle. 14

OR

- (b) What are the objectives of logistical performance measurement ? Describe the components of internal and external performance measurement.

7+7=14

SECTION—B

2. (a) Discuss merits and demerits of "Public Warehousing" as a warehousing alternative in logistical management. 7
- (b) Highlight the important steps involved in layout, design, and site selection for a model warehouse. 7

OR

- (c) The efficiency and effectiveness of distribution channel is a function of a proper logistics programme. Explain. 7
- (d) Design an information system suitable for logistics objectives catering to order processing for a food product (perishable) manufacturing company catering to the Amravati district. 7
3. (a) Discuss the usefulness of inter-modal transportation in today's globalization scenario. Use relevant example. 7
- (b) The company has three manufacturing centres P, Q, R supplying products to depots W, X, Y, Z. Monthly production and demand along with transportation cost is given in the following table :

	W	X	Y	Z	Supply
P	12	8	2	10	28
Q	16	18	4	14	32
R	8	6	12	4	10
Demand	12	20	30	8	70

Calculate minimum total transportation cost by VAM method. 7

OR

- (c) Discuss different issues related to the dispatch decision in a typical logistical function. 7
- (d) The high power committee set up by Government of Maharashtra for assessing "Transport infrastructural bottlenecks in the achievement of logistical objectives". What issues the committee should study in this context ? Explain. 7
4. (a) Define Economic Order Quantity. What are the different costs to be considered while calculating the EOQ ? 7
- (b) Ferro Alloys Ltd. requires every year 12000 units of raw steel costing Rs. 125/- per unit. The ordering cost is Rs. 150/- per order and the holding cost is 5% per year of average inventory :
- (i) Calculate the EOQ.
- (ii) Calculate the total minimum cost.
- 4+3=7

OR

- (c) How does protective packaging facilitate in the fulfillment of logistical objectives ? 7
- (d) Design a suitable logistic audit format for a typical logistical company. Justify your answer. 7