

AS-762

M.B.A. Semester—II Examination
LOGISTIC MANAGEMENT
Paper—MBA-207

Time : Three Hours]

[Maximum Marks : 70

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

SECTION—A

1. (a) Explain how inbound logistics, conversion operations and outbound logistics properly combine to provide integrated logistics. 14

OR

- (b) Develop a basic reverse logistics system for a company with a desire to do each of the following 3 things :
(i) recycle aluminium cans
(ii) return defective TVs and
(iii) rebuild a faulty automobile carburettor. 14

SECTION—B

2. (a) Explain the role of information in overall performance of logistics and supply chain management. 7
(b) "A company has to supply its products to different sub centres in the nearby areas. So the company decided to construct 3 warehouses for its products. You as an expert are required to guide the company as to how should they select the location and do further planning." 7

OR

- (c) Explain the site selection criterion for the warehouse location. 7
(d) "Supply Chain Management is simply the extension of logistics functions with other participants like vendor, Customers and third-party logistics service providers" ? Explain. 7

3. (a) Explain various elements of Transportation cost in details. 7
- (b) XYZ limited is specialized in making ready to eat food products and wants to distribute their products all over the country from their main warehouse in Mumbai. Suggest Mr. Rajesh, logistics manager of XYZ Limited as to what factors need to be considered in trying to select a mode of transport. 7

OR

- (c) Explain the importance of dispatch and routing decisions in transportation management. 7
- (d) Find the cost of transportation for the following data using Vogel's approximation method :

	D ₁	D ₂	D ₃	D ₄	Supply
S ₁	21	16	15	3	11
S ₂	17	18	14	23	13
S ₃	32	27	18	41	19
Demand	6	10	12	15	

SECTION—C

4. (a) Discuss the various techniques for inventory control with their merits and demerits. 7
- (b) What is the difference between integrated logistics packaging and marketing packaging ? 7

OR

- (c) Explain the process of logistics auditing. 7
- (d) Discuss the significance of Inventory management in logistics material handling. 7

SECTION—D

5. ABC Ltd. is the country's largest manufacturer of spun yarn with well-established market. ABC Ltd. has good reputation for quality and service. Their marketing dept. identified that the potential for global market is huge and formed a team to study the global logistics possibilities. The team came up with report and says that global logistics is essentially same as domestic due to some similarities like :

- (i) Conceptual logistics framework of linking supply sources, plants, warehouses and customers are same.
- (ii) Both systems involve managing the movement and storage of products.
- (iii) Economics and safety regulations exist for transportation.

The company decided to export their products through their existing transporter.

After initial half year of profit the customer reviews by the end of the year was bad which resulted in huge losses. After forming a committee to investigate the reason, the committee said that though logistic system was good, the logistic costs were high and the logistics people were demotivated due to overwork and were complaining of total lack of co-ordination.

- (a) Explain the problems experienced by ABC Ltd. 7
- (b) What logistic model should company go for to ensure proper operation of the company and why ? 7

