

AU-1602

M.B.A. Semester—II Examination

LOGISTIC MANAGEMENT

Paper—MBA/207

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) “Customer service is the output of the logistics and supply chain system and is the key interface between the marketing function and logistics function”. Explain. 14

OR

- (B) Define the ‘logistics’ and logistics management. Also discuss the scope and importance of logistics management. 14

SECTION—B

2. (A) Discuss any two operational objectives of logistical system design and management. 7
(B) Anupam Transport Company started its services to transport fragile items from urban to rural and rural to urban locations. But a number of times company observed that large size shipments are not available which indicates the underutilization of truck capacity. As a logistic expert you are required to take the use of channel management system. How will you do it ? Explain. 7

OR

- (C) Explain the selection criteria for the warehouse location. 7
(D) Logistics of an enterprise is an integrated effort aimed at helping create customer value at the lowest total cost. You are required to develop mission and objectives for Amazon, a web marketer, as the part of logistics system design. 7

3. (A) What is safety stock and reorder point ? How it is important in logistics management ? 7
- (B) Packaging and material handling are critical in logistics management. Enlist and discuss packaging and material handling guidelines for laboratory glassware unit. 7

OR

- (C) Discuss various costs in inventory management. 7
- (D) A manufacturing company works for 300 days in a year. Average daily demand is of 50 units. The cost per unit is Rs. 100 per unit. The inventory carrying cost is 10% of the value of inventory and the ordering cost is Rs. 1000 per order. Calculate EOQ and total inventory cost. 7

SECTION—C

4. (A) Discuss Transport management system as the subsystem of Logistics management. 7
- (B) Discuss the importance of routing and scheduling in reducing the costs in logistics. 7

OR

- (C) Discuss infrastructure as the important issue in transportation. How logistics manager should plan for it ? 7
- (D) How do you choose right mode of transportation ? Explain. 7

SECTION—D

5. Surya Express Logistics Pvt. Ltd. is a new global logistics company planning to set up an operational business unit in Mumbai. The company is planning to provide all facilities like capital, technology, skilled manpower support etc. for the success of an organization . The company wants to work as global logistics company ; they are unaware about international standards and quality to be maintained. If you are appointed as the chief consultant for the logistics department, kindly help the organization to find the answers of the following questions.

Questions :

1. Comment on the scope of Surya Express Logistics for expanding its business in International logistics considering the industrial growth of Mumbai. 7
2. As a consultant, suggest ways to identify and design standards prevailing in global logistics industry. 7