

SECTION C

4. (a) Explain the various barriers in the global logistics management. 7
- (b) Describe the concept of Logistics outsourcing in global logistics context. 7

OR

- (c) Discuss the similarities and differences between global logistics management and domestic logistics management. 7
- (d) Brief out various documentations required in global logistical operations. 7

SECTION D

5. A product is manufactured at four plants A, B, C and D. The unit production costs in them are Rs. 2, Rs. 3, Rs. 1 and Rs. 5 respectively. Their production capacities are 50, 70, 30 and 50 units respectively. These factories supply the product to four stores, demands of which are 25, 35, 105 and 20 units respectively, unit

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Second Semester M. B. A. Examination

LOGISTICS MANAGEMENT

MBA/207

P. Pages : 5

Time : Three Hours]

[Max. 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) 'Establishing logistics as a separate area for management within a business firm creates an additional set of interface activities'. Discuss the statement with reference to logistics-manufacturing and logistics-marketing interfaces that exists in an organisation. 14

OR

- (b) Discuss objectives of developing and implementing performance measurement systems. Also compare and contrast the focus of internal and external performance measures of logistics. 14

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SECTION B

2. (a) Discuss the various issues a logistics manager is required to incorporate while formulating warehousing strategy for the achievement of excellent customer service.

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- (b) Urja Company Ltd. is a leading manufacturer of famous Ratnagiri mango juices, wishes to distribute mango juices throughout Maharashtra. Suggest a distribution network that meets the goals of cost reduction and service improvement.

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OR

- (c) Discuss the role of information system in overall performance of logistics and supply chain management. Give examples.

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- (d) Excel Company Ltd. is a manufacturing company of readymade garment situated in Amravati. Suggest a suitable warehousing system to the company for supply of garments to the wholesalers in various districts of Maharashtra.

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3. (a) What is 'Protective Packaging' ? Discuss the functions of protective packaging from logistics perspective.

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- (b) A manufacturer has to supply his customers 3600 units of products per year. Shortages are not permitted. Inventory carrying cost amounts to Rs. 1.2 per unit per annum. The ordering cost per order is Rs. 80. Find:

(i) Economic order quantity.

(ii) Minimum Annual inventory cost. 7

OR

- (c) Describe various material handling principles an organisation should adopt to achieve maximum efficiency and productivity at its workplace.

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- (d) Mr. Aditya is a General Manager of production department of an automobile company. Inventory reports for last two quarters showing losses due to shortages, production stoppages, loss of sales. He decided to recruit a professional to manage inventories. As an inventory management consultant, suggest a suitable inventory planning technique so that there is no production loss, no shortages or surplus and factory is back on track.

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transportation cost in rupees from each factory to each store is given in the table below,

		<u>Stores</u>			
		I	II	III	IV
<u>Factories</u>	A	2	4	6	11
	B	10	8	7	5
	C	13	3	9	12
	D	4	6	8	3

Determine the extent of deliveries from each of the factories to each of the stores so that the total production and transportation cost is minimum.

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