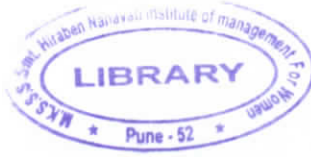


Total No. of Questions : 5]

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SEAT No. :

*Dec - 18*

[Total No. of Pages :2

**[5465] - 3036**

**M.B.A.**

**306 - (SCM) : LOGISTICS MANAGEMENT**

**(2016 Pattern) (Semester - III)**

*Time : 2:15 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

**Q1)** What is the aim of logistics? Discuss the role and importance of logistics in today's economy.

OR

Define logistics management. Explain the activities of logistics.

**Q2)** Discuss the interfaces of logistics with operation, manufacturing, marketing and supply chain within the organisation.

OR

Elaborate on the micro dimensions of logistics.

**Q3)** What is short run or static analysis and long run or dynamic analysis. Discuss in detail.

OR

Write short notes on any two.

- a) Cost perspective
- b) Level of optimality
- c) Logistics channel

**Q4)** Elaborate the concept of logistics relationships give examples.

OR

Discuss the need for collaborative relationship in logistic. Explain the concept of 3 PL and 4PL.

**Q5)** Describe and discuss service delivery system, service location and layout.

OR

Discuss the concept of service response logistics. Explain with suitable examples.

Total No. of Questions : 5]

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SEAT No. :

[Total No. of Pages : 2

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M.B.A.

**SUPPLY CHAIN MANAGEMENT SPECIALIZATION**

**306 - SCM: LOGISTICS MANAGEMENT**

**(2016 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

**Q1)** Define and discuss logistics management. Explain the activities of logistics.

OR

Explain the concept of value addition from logistics perspective. Discuss the role and importance of logistics in today's economy.

**Q2)** Explain the problems associated with integrating logistics within organisation.

OR

Discuss the micro dimensions of logistics. Explain its interfaces with operations, manufacturing, marketing and supply chain.

♦ ♦ ♦ ♦

**Q3)** What is short run or static analysis? Explain long run or dynamic analysis.

OR

Write short notes on any two :

- a) Logistic channel.
- b) Cost perspective.
- c) Level of Optimality.

**P.T.O.**

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Q4) What is logistics outsourcing? Explain the concept of 3PL and 4PL.

OR

Discuss collaborative approach in logistics relationships. Give examples.

Q5) Describe the strategies for managing capacity and waiting time in services.

OR

Write short notes on any two :

- a) Service delivery system.
- b) Service location and layout.
- c) Service strategy development.

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