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Total No. of Pages: 02

Total No. of Questions: 10

Master of Business Administration (Sem. – 4)
SUPPLY CHAIN & LOGISTIC MANAGEMENT

M Code: 78029

Subject Code: MBA-953-18

Date of Examination : 06-01-2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A** is **COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV. Student has to attempt any **ONE** question from each Sub-section carrying **EIGHT** marks each.
3. **SECTION-C** is **COMPULSORY** carrying **TWELVE** marks.

SECTION-A

1. Write briefly:
 - a) EOQ Inventory management
 - b) E-CRM
 - c) Optimum level of Product availability
 - d) RFID systems
 - e) QR Codes
 - f) Lean Supply Chains
 - g) Supply chains flows
 - h) Transportation management

SECTION-B

UNIT-I

2. What is the framework for structuring drivers for supply chain and what are the obstacles to achieving fit?
3. Describe the Strategic Framework to analyse Supply Chain. Discuss the various Supply chain stages.

UNIT-II

4. Discuss in details the different Models for facility location and capacity allocation.
5. Highlight the various elements involved in designing the Supply Chain Network.

UNIT-III

6. Identify the factors affecting the transportation and pricing decisions in supply chain management.
7. What are the different methods used for managing the inventories in a supply chain?

UNIT-IV

8. Explain the implementation of Six Sigma in supply Chains. What is the role of Block Chain in supply chain?
9. Explain how IT has influenced the supply chain. What is the role of E-business in a supply chain?

SECTION-C

10. M/s XYZ Ltd., is a liquor company which has about 150 stores in France and is the country's largest privately owned retailer of wine, liquor, gourmet food and cigars. XYZ features over 4,000 wines and a complete selection of both rare and popular spirits. All the 150 locations are supported by their 180000 Sq. ft. distribution centre in Paris.

Situation - XYZ Ltd., documented wants and needs for their operation to be more efficient. . XYZ wanted to reduce breakage on the conveyor system, increase bottle picking efficiency, eliminate hand-scanning of products and develop a safer way to clear jams on the conveyor.

Assessment - Value Cargo Logistics collaborated with XYZ Ltd., to develop a feasible plan of action to achieve the set goals as pointed above. With the current distribution centre already in place, the solution had to utilize the space available.

In view of the above, you are requested to respond to the below mentioned queries:

Questions:

- a) What solution could be arrived at to reduce the breakage and increase bottle picking efficiency?
- b) How do you think the hand-scanning of products can be eliminated and what is the solution available?
- c) How can the jams on the conveyor belts be cleared in a safest possible manner?
- d) What results do you expect to achieve in the long run?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.