2018
MBA
MBA 3.6 (B)
LOGISTICS MANAGEMENT

Full Marks :70   **Time : 3 Hours**

(The figures in the margine indicate full marks for the questions)

SECTION - A

All questions are compulsory: 2x5=10

1. When logistics is divided into separate functions, each is likely to have its own objectives. Is this necessarily a bad thing, or can there be positive benefits?
2. What justification can of logic can be presented to support the placement of a warehouse in a logistical competency?
3. Why is the layout of warehouses important? Supermarkets are really one type of warehouse,so the same factors will be important in each. Is this true?
4. What is the objective of logistics design and analysis study?Is it normally a one time activity?
5. Why is flexible budgeting a valuable tool for logistics managers?

SECTION - B

Answer the following questions(any five) :   4x5=20

1. Explain the various logistics missions and strategic issues.
2. What are different elements of customer service costs?Explain its fundamental trade-off.
3. Write a note on the various elements of transportation cost,
4. How does the warehouse location decision affect the rest of logistics systems?
5. Define benchmarking and provide an example of how an enterprise would perform it internally and externally.
6. Discuss the relative strengths and weakness of centralised and decentralised warehouses.
7. Describe the five modes of transportation,identifying the most significant characteristics of each.   P.T.O.

SECTION - C

Answer the following questions (any five) :   8x5=40

1. Discuss and elaborate the various components of logistics management along with their specific roles.

2. What are the main differences between logistics within a single country and logistics that span a number of different countries? What are the specific problems of working internationally?

3. Mr. John Estes oversees the distribution of Tastee Snacks products from the plant warehouse to its two distribution centers in the United States. The plant warehouse currently has 42,000 units of the company's most popular product,Chocolate Chewies.Mr Estes retains 7,000 units of the products at the warehouse as a buffer.The Cincinnati distribution center has an inventory of 12,500 units and the daily requirement of 2,500 units.The Phoenix distribution center has an inventory of 6,000 units and daily requirement of 2,000 units.   4+4

a. Determine the common days supply of Chocolate Chewies at each distribution center.

b. Use fair share allocation logic to determine the number of Chocolate Chewies to be allocated at each distribution center

4. Explain the various elements of transportation cost.

5. Describe various impediments to improved performance of logistics and supply chain management.

6. Write a note on various principles of material handling laid down for its design and facility.

7. A small warehouse stores five different SKUs in pallet loads.If pallets are stacked three high and there is to be 100% accessibility,how many pallets positions are needed? What is the cube utilization.

SKU A	4 pallets
SKU B	6 pallets
SKU C	14 pallets
SKU D	8 pallets
SKU E	5 pallets
Total	

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