

MBMM 3004/RM 3004

M.B.A. DEGREE EXAMINATION, JUNE 2014.

Third Semester

Marketing/Retail Management

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is meant by physical distribution? What are the components of physical distribution?
2. What are the key issues in determining channel requirement?
3. How indispensable are the middle middlemen in physical distribution of goods?
4. What are the factors influencing distribution network design?
5. What are the features of supply chain management?
6. What are the elements of inventory cost?

7. Write a note on ABC analysis as an inventory optimization.

8. Explain the future of IT in the supply chain.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the role of channels of distribution in marketing.

10. What are the issues involved in selecting the most suitable channel distribution?

11. Who are all the middlemen involved in distribution of goods?

12. Discuss any three network designs that may be used to move products from factory to customer.

13. Explain the important factors which influence network design decision.

14. Explain the various models for determination of economic order quantities.

15. What are the dimensions of performance measurement in the supply chain world?

16. Discuss the role of ERP in the supply chain integration.

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. Discuss the role of e-business in supply chain and explain the impact e-business can have on supply chain performance.