



PAPER ID-311576

Roll No:

Printed Page: 1 of 2
Subject Code: BMLS106

MBA
(SEM I) THEORY EXAMINATION 2024-25
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

TIME: 3 HRS

M.MARKS: 70

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 07 = 14

Q no	Question	CO	Level
a.	Define cross-docking.	1	K1
b.	List the key drivers of supply chain management.	2	K1
c.	What is VED analysis?	3	K1
d.	What is demand chain management (DCM), and how does it differ from supply chain management?	4	K1
e.	What is the relationship between supply chain management (SCM) and customer relationship management (CRM)?	5	K1
f.	What are the common types of risks faced in logistics operations?	1	K1
g.	How can the bullwhip effect be reduced?	4	K1

SECTION B

2. Attempt any three of the following:

07 x 3 = 21

Q no.	Question	CO	Level
a.	Trace the evolution of logistics from traditional transportation to modern supply chain logistics.	1	K2
b.	How has technology influenced the evolution of supply chain management over the years? Explain historical evolution of supply chain management?	2	K2
c.	Explain the concept of vendor rating. Why is it important for supply chain performance?	3	K2
d.	Explain the different decision phases in supply chain management?	4	K2
e.	What are the main IT functional components needed to support CRM in supply chain management? Explain each.	5	K2

SECTION C

3. Attempt any one part of the following:

07 x 1 = 07

Q no.	Question	CO	Level
a.	Explain the primary functions of logistics management and their significance to business success.	1	K2
b.	Explain the different types of distribution channels in logistics and their impact on supply chain efficiency.	1	K2

4. Attempt any one part of the following:

07 x 1 = 07

Q no.	Question	CO	Level
a.	Explain the key stages involved in a typical supply chain. Explain the importance of each stage in a supply chain.	2	K2
b.	What is the value chain process in the context of supply chain management? Also explain in brief key challenges faced by supply chain managers today.	2	K2

