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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(INTERNATIONAL BUSINESS)

(SECOND YEAR)

240: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time: Three hours

Maximum: 75 marks

SECTION - A

Answer any FIVE questions

(5 × 3 = 15)

1. State the importance of logistics in the international trade.
2. What specific role does logistics play in supply chain operations?
3. What is meant by 3PL?
4. What is meant by Integrated Logistics?
5. **Write brief notes on:** a) Make-to-plan strategy b) Make-to-stock strategy.
6. What is meant by supply chain service output?
7. What is meant by distribution requirement planning?
8. Describe the economic benefits of warehousing.

SECTION - B

Answer any THREE questions

(3 × 15 = 45)

9. Describe the integrated supply chain framework with an example.
10. Explain the framework for understanding what must be done by an organization to deliver customer satisfaction.
11. "Supply chain outsourcing is a business opportunity that can cover several different segments of supply chain or several of them combined" – Elucidate.
12. Discuss the applications, benefits and challenges related to the use of RFID to enhance supply chain performance.
13. Discuss the different phases of logistics design and operational planning.

SECTION - C

COMPULSORY

(1 × 15 = 15)

14. Why has logistics recently been receiving more attention as strategic function of the organization?

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