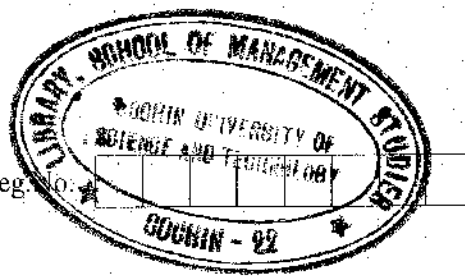


MBA.IV/05.16.0381

Reg. No.:



C

MBA (PT) DEGREE IV SEMESTER EXAMINATION MAY 2016

SMP 2405 SUPPLY CHAIN MANAGEMENT

(Regular)

Time : 3 Hours

Maximum Marks : 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

1. What are the drivers of 'green logistics' initiatives in the business organization?
2. Briefly discuss the role of IT in logistics and channel management.
3. Why do Corporations outsource the logistic function and what benefits do they get?
4. What are the benefits of a good storage system?
5. What are the various warehouse performance parameters?

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. What is E-commerce? Explain how it differs from the traditional business model.
7. Discuss the role of logistics in a customer value delivery chain.
8. Discuss the importance of logistics at micro and macro levels.
9. What are the probable bottle necks in returnable packaging system?
10. Discuss the various automatic identification systems used in logistics.
11. Explain the importance of documentation in transportation
12. What is third party logistics? Explain its role in today's context.

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Discuss the various systems used for tracking a consignment, along with their relative merits and demerits.
14. Cite examples of two successful Indian E-commerce business firms and discuss how they are organizing their logistics operation?
15. Discuss the difference between consumer packaging and logistical packaging. Support your answer with illustrations.
