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 x 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 men 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?
16. Discuss the role of ERP in the supply chain measurement in the supply chain world.

15. What are the dimensions of performance economic order quantities.

14. Explain the various models for determination of network design decision.

13. Explain the important factors which influence the network design decisions that may be needed to move products from factory to customer.

12. Discuss any three network design issues that may be distribution of goods.

11. Who are all the middlemen involved in the suitable channel distribution.

10. What are the issues involved in selecting the most marketing.

9. Discuss the role of channels of distribution in answer any five questions.

SECTION B — 6 x 10 = 60 marks

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

7. Write a note on ABC analysis as an inventory

SECTION C — 1 x 20 = 20 marks

17. Discuss the role of e-business in supply chain and chain performance.