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SEAT No. :

P3898

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M.B.A.

**SUPPLY CHAIN MANAGEMENT SPECIALIZATION**  
**306 - SCM : LOGISTICS MANAGEMENT**  
**(2016 Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

**Q1)** Define and discuss logistics management. Explain the activities of logistics.

OR

Explain the concept of value addition from logistics perspective. Discuss the role and importance of logistics in today's economy.

**Q2)** Explain the problems associated with integrating logistics within organisation.

OR

Discuss the micro dimensions of logistics. Explain its interfaces with operations, manufacturing, marketing and supply chain.

**Q3)** What is short run or static analysis? Explain long run or dynamic analysis.

OR

Write short notes on any two :

- a) Logistic channel.
- b) Cost perspective.
- c) Level of Optimality.

**P.T.O.**

**Q4)** What is logistics outsourcing? Explain the concept of 3PL and 4PL.

OR

Discuss collaborative approach in logistics relationships. Give examples.

**Q5)** Describe the strategies for managing capacity and waiting time in services.

OR

Write short notes on any two :

- a) Service delivery system.
- b) Service location and layout.
- c) Service strategy development.

