

Total No. of Questions : 5]

SEAT No. :

P2223

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M.B.A.

306 - (SCM) : LOGISTICS MANAGEMENT

(2016 Pattern) (Semester - III)

Time : 2:15 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What is the aim of logistics? Discuss the role and importance of logistics in today's economy.

OR

Define logistics management. Explain the activities of logistics.

Q2) Discuss the interfaces of logistics with operation, manufacturing, marketing and supply chain within the organisation.

OR

Elaborate on the micro dimensions of logistics.

Q3) What is short run or static analysis and long run or dynamic analysis. Discuss in detail.

OR

Write short notes on any two.

- a) Cost perspective
- b) Level of optimality
- c) Logistics channel

Q4) Elaborate the concept of logistics relationships give examples.

OR

Discuss the need for collaborative relationship in logistic. Explain the concept of 3 PL and 4PL.

Q5) Describe and discuss service delivery system, service location and layout.

OR

Discuss the concept of service response logistics. Explain with suitable examples.

