



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – MBA-2022

Course Name – Logistics and Supply Chain Management

Course Code - MBA302

(Semester III)

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Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

– Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) What does \"Safety Stock\" in warehousing typically refer to?
- a) Protective gear for warehouse workers b) Extra inventory held to mitigate uncertainties in supply and demand
- c) Security measures to prevent theft d) The maximum weight a warehouse shelf can hold
- (ii) Which inventory management approach focuses on maintaining a minimum inventory level to meet customer demand promptly?
- a) Just-in-Time (JIT) b) Safety Stock Approach
- c) Economic Order Quantity (EOQ) d) ABC Analysis
- (iii) From the options given, identify the criteria for categorisation of items on inventory in \"ABC Analysis\".
- a) Alphabetical order b) Customer feedback
- c) Value and importance d) Product weight
- (iv) Which of the following is a common transportation structure used for international shipping?
- a) Rail transports b) Air freight
- c) Local trucking d) None of these
- (v) How can transportation contribute to sustainability in supply chains?
- a) By increasing energy consumption b) By optimizing routes and reducing emissions
- c) By encouraging overloading of vehicles d) By prioritizing speed over efficiency
- (vi) What are the strategic considerations when selecting transportation modes in global supply chains?
- a) Ensuring the lowest possible cost b) Minimizing lead times and improving service quality
- c) Using a single mode for all shipments d) Ignoring environmental concerns

- (vii) What strategy involves adjusting inventory stocking and delivery methods to accommodate specific customer segments?
a) Standardization
b) Mass customization
c) Cost reduction
d) Delayed order processing
- (viii) Which emerging concept in SCM emphasizes sustainability, ethical sourcing and social responsibility throughout the supply chain?
a) Circular economy
b) Just-in-time inventory management
c) Mass customization
d) Reverse logistics
- (ix) What are the key considerations for designing a material handling system that accommodates hazardous materials?
a) Maximizing aesthetics
b) Minimizing safety measures
c) Compliance with safety regulations and containment
d) Optimizing material handling efficiency
- (x) Which aspect of globalization is least influential in the management of logistics?
a) Increased competition
b) Technological advancements
c) Cost reduction
d) Employee training
- (xi) Which of the following could be considered as a strategic logistical operating arrangement?
a) Just-in-time
b) Random inventory placement
c) Reactive demand forecasting
d) Batch production
- (xii) What is the primary focus of demand forecasting in supply chain management?
a) Reducing lead times
b) Maximizing supplier engagement
c) Estimating future demand
d) Managing accounts payable
- (xiii) In supply chain management, what is the primary goal of responsiveness?
a) Reducing lead times
b) Reducing manpower
c) Increasing inventory
d) Maximizing outsourcing
- (xiv) Which of the following is considered a basic service platform for customers in supply chain management?
a) Advanced robotics
b) Blockchain technology
c) Warehousing automation
d) Order tracking and tracing
- (xv) What is the main objective of planning inventory?
a) Minimize customer satisfaction
b) Maximize order frequency
c) Ensure product availability while minimizing inventory costs
d) Reduce supply chain complexity

Group-B

(Short Answer Type Questions)

3 x 5=15

2. What is Stock Keeping Unit (SKU) in inventory management? (3)
3. Summarize the importance of intermodal transportation in logistics and supply chain management. (3)
4. How do lot size and cycle inventory influence the flow time of material within the supply chain? (3)
5. Illustrate the importance of transit services in the performance of supply chain management. (3)
6. What factors are to be considered while selecting the barcode for warehouse operations in supply chain management? (3)

OR

Explain the purpose of distribution channel mapping in marketing. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. With the help of examples, discuss the techniques and importance of collaboration in the development of supply chain inventory strategies. (5)
8. Explain customer service, customer satisfaction, and customer success philosophies of supply chain management. (5)
9. Explain the application of Electronic Data Interchange in Supply Chain Management. (5)
10. Evaluate the role of ERP Systems in supply chain management. (5)
11. How to effectively address the challenges that differentiate domestic and global supply chain management. (5)
12. Analyze the importance of in-storage handling of materials in warehouse for effective logistics. (5)

OR

What measures would you use in a business like Amazon.com to evaluate the company's performance with its supply chain? (5)

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