

**MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)**

**Term-End Examination**

**June, 2014**

**MCNE-062 : DISTRIBUTION AND LOGISTICS  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note : (1) Attempt any five questions.**

**(2) All question carry equal marks.**

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1. Describe the logistical design and planning in 20  
  
detail. Explain how the effective coordination of  
  
manufacturing strategy can be achieved through  
  
logistical interfaces.
2. 'Transport is becoming increasingly less 20  
  
important, as e-commerce and developments  
  
become wide spread'. Do you agree with this  
  
statement? Justify your answer with suitable  
  
examples.

3. Discuss the relationship between the size and the shape of the distribution warehouse and the material handling system. Discuss the role of warehouse in reverse logistics. **20**
4. Explain the key factors to be considered when designing the distribution network. What types of distribution networks are typically best suited for commodity items? **20**
5. What is the role of safety inventory in the supply chain? Explain how a reduction in lead time can help a supply chain in reducing safety inventory without disturbing product availability. **20**

6. (a) Define benchmarking. Define its role in improvement of organizational efficiencies.
- (b) Why is it important for a firm to periodically review its logistics network design? **10+10**
7. Write short notes on **any two** of the following: **10+10**
- (a) Key issues and challenges for logistics.
- (b) Warehousing and logistics.
- (c) Cost and performance monitoring.
- (d) International logistics.

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