

**MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)**

00268

**Term-End Examination**

**December, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions.*

*All questions carry equal marks.*

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1. "The supply chain is a convenient notion, but organizations are only really interested in making products that they can sell to customers. Provided they have reliable suppliers of materials, and reasonable transport for finished products, logistics is irrelevant". Do you agree with this statement ? Give justification in support of your answer. 20
  
2. When Christopher says that 'supply chains compete, not companies', what exactly does he mean ? Explain. 20
  
3. When customers judge products, they include factors like availability, lead time, and after - sales - service - and these are part of logistics. Is it reasonable to say, therefore, that logistics plays a role in the design of a product ? Justify your answer. 20

4. What costs should be considered in a location decision ? Is cost always an important factor ? What other factors should be considered ? What effect do Government grants have on location decision ? 20
5. "Capacity is the most important decision in the design of a supply chain, as it affects the amount of materials that can be moved". Do you find this argument convincing ? Explain. 20
6. Many organizations are using specialist third party suppliers for ware housing. Discuss the benefits from using specialist third party suppliers for ware housing. Explain the different types of arrangement for third party ware-housing. 20
7. As a logistics/supply chain manager, you would like to compare your company's logistics performance with that of similar companies. How would you carry this process ? Explain. 20
8. Write short notes on **any two** of the following : 10+10
- (a) Global logistics
  - (b) Logistics and the Environment
  - (c) Uncertain demand and safety stock
  - (d) Supply chain segmentation
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