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**MMPO–005**

**MASTER OF BUSINESS  
ADMINISTRATION  
(MBA)**

**Term-End Examination**

**December, 2023**

**MMPO–005 : LOGISTICS AND SUPPLY CHAIN  
MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) *This question paper consists of **seven** questions.*

(ii) *Attempt any **five** questions.*

(iii) *All questions carry equal marks.*

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1. “Managers have now become more conscious of the potential of Physical Distribution Method (PDM) and recognize that logistical systems should be designed with the total function in

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mind.” Explain in view of the statement, the concept of total approach to Physical Distribution Method (PDM).

2. What do you understand by “bullwhip effect” ? Explain main factors that contribute towards increase in variability in supply chain.
3. Explain IT as enabler of supply chain management (SCM) Also, state the challenges in implementing it in SCM.
4. What is meant by Benchmarking ? Explain the various challenges faced in implementation of Benchmarking.
5. Explain the concept of transportation. Also explain how transportation acts as a vital link in the supply chain.
6. “Demand driven supply networks are supply chains driven by the voice of the customers”. Comment on the statement.

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7. Write short notes on any *three* of the following :

- (a) Efficient Consumer Response (ECR)
- (b) Supply of alliances
- (c) Benefits of adopting e-SCM
- (d) Direct product profitability
- (e) HAULEE's uncertainty framework