

2900

4

(b) Product Development Process & Supply Chain Management

(c) MRP & ERP

(d) CPFR (10×2=20)

(300)

[This question paper contains 4 printed pages.]

2900

Your Roll No. ....

M.COM. : SEMESTER – IV (NC)

F-I

Paper No. – MJ-414

Supply Chain Management and Logistics

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt all questions.

All questions carry equal marks.

1. (a) What do you mean by logistics? Discuss the objectives and growing importance of logistics in India? (20)

OR

- (b) What is Relationship Marketing in Supply Chain Management? Explain CRM's (Customer's Relationship Management) Role in Supply Chain Management? (20)

P.T.O.

2900

2

2. (a) What is EDI? How can it improve logistic processes? (10)
- (b) What is demand forecasting? Explain quantitative and qualitative methods of forecasting. (10)

OR

- (c) What is meant by protective packaging? Write a note on various forms of protective packaging. (8)
- (d) Discuss the various factors which are taken into consideration for the selection of the number and location of the warehouse. How does the warehouse location decision affect the logistic system? (12)
3. (a) What do you mean by inventory? Discuss various elements of inventory costs. (8)
- (b) Discuss the concept of Just-in-Time System and its relationship to Supply Chain Management. (12)

OR

2900

3

- (c) What do you mean by EOQ? Explain the EOQ model in relationship to Logistic System. (8)
- (d) Discuss the nature and relative characteristics of various modes of transport. What issues should a logistic manager consider in trying to select a mode of transport? (12)
4. (a) Discuss the emerging role of third party outsourcing in the achievement of supply chain management objectives. (20)

OR

- (a) Discuss the functions and contributions of supply chain Management (SCM) in the competitive environment. (12)
- (b) Write a note on bullwhip effect on the supply chain. (8)
5. Write short note on **any two** of the following :
- (a) Supply Chain Metrics

P.T.O.