

[This question paper contains 4 printed pages]

Your Roll No. :.....

Sl. No. of Q. Paper : **4104** **G**

Unique Paper Code : MJ-414

Name of the Course : **M.Com.**

Name of the Paper : Supply Chain
Management and
Logistics

Semester : IV (NC)

Time : 3 Hours **Maximum Marks : 100**

Instructions for Candidates :

- (a) Write your Roll No. on the top immediately on receipt of this question paper.
 - (b) Attempt **all** questions.
 - (c) **All** questions carry equal marks.
1. (a) Discuss the operational objectives of logistics. How can they contribute to the achievement of a logistical mission ? 20

P.T.O.

OR

- (b) What is relationship marketing in Supply Chain Management ? Explain SRM's (Supplier's Relationship Management) role in Supply Chain Management ? 20
2. (a) Discuss how technology platform shifts have made supply chain IT system more effective ? 10
- (b) Discuss the merits and limitations of the method of least squares for forecasting. 10

OR

- (a) How does protective packaging facilitate in the fulfillment of logistical objectives ? 10
- (b) Discuss the advantages and disadvantages of public and private warehouses.
3. (a) Discuss the role of inventory management in retail logistics. 10
- (b) Describe the various techniques used for controlling inventory with their merits and demerits. 10

OR

- (a) What do you understand by the term "multimodal transportation" ? Give examples and explain. 10
- (b) Discuss about various transportation modes in detail. 10
4. (a) Explain in detail about Supply Chain Integration and Measurement of Logistics Performance. 12
- (b) Should all major retailing & manufacturing companies switch to RFID (Radio Frequency Identification). Why or why not ? 8

OR

- (a) Discuss the concept, span and process of integrated Supply Chain Management (SCM) in the competitive environment. 12
- (b) How does ERP facilitate the improvement of logistical decision making ? 8

4104

5. Write short note on any **two** of the following :
10×2=20

- (a) Supply Chain Metrics
- (b) Third Party Logistic Outsourcing
- (c) JIT
- (d) Bull Whip Effect