R.N.G.PATEL INSTITUTE OF TECHNOLOGY-RNGPIT
(An Autonomous College U/s UGC Act 1956)

MBA SEMESTER-I, SEMESTER END EXAMINATION - WINTER 2024

Subject Code: 1MB1105	**Date: 22-01-2025**
Subject Name: Fundamental of Logistics & Supply Chain Management	
Time: 09:00 AM to 12:00 PM	**Total Marks: 70**

Instructions
1. It is **compulsory** for students to write **Enrolment No. /Seat No.** on the question paper.
2. Write answers of **Section A** and **Section B** in **separate answer books**.
3. Attempt all questions from both **Section A** and **Section B**.
4. Each section carries **35 marks**, with a total of **70 marks** for the examination.
5. The figures to the right of each question indicate full marks, make suitable assumptions with justification.
6. BL - Bloom's Taxonomy Levels (R-Remember, U-Understanding, A –Application, N –Analyze, E – Evaluate, C -Create), CO - Course Outcomes.

SECTION A

		Marks	**BL**	**CO**
Q.1	**Multiple-Choice Questions**	**[05]**		
(a)	Which of the following best describes Supply Chain Management (SCM)?	**1**	**R**	**3**

(i) Management of only logistics activities	**(ii)** Management of information and material flow across the supply chain
(iii) Only inventory management	**(iv)** Management of financial records

		Marks	**BL**	**CO**
(b)	Which factor influences network design decisions the most?	**1**	**N**	**4**

(i) Employee satisfaction	**(ii)** Product quality
(iii) Transportation costs	**(iv)** Branding strategy

		Marks	**BL**	**CO**
(c)	What are the primary functions of a distribution channel?	**1**	**U**	**3**

(i) Marketing	**(ii)** Storage, transport, and order fulfillment
(iii) Quality assurance	**(iv)** Financial auditing

		Marks	**BL**	**CO**
(d)	What drives changes in Supply Chain Management?	**1**	**N**	**4**

(i) Market dynamics	**(ii)** Supplier preferences
(iii) Government interference	**(iv)** Employee preferences

(e) Which of these is a major task in physical distribution management?   1   A   3

    (i) Employee management   **(ii)** Demand forecasting

    (iii) Order processing   **(iv)** Marketing planning

Q.2	**Attempt Any Two**	**[10]**		
	(a) Define Supply Chain Management and explain its objectives.	5	U	3
	(b) What are the major locational determinants for SCM network design?	5	N	4
	(c) What are the tasks involved in physical distribution management?	5	A	3
Q.3	**Attempt Any Two**	**[10]**		
	(a) What are the change drivers in Supply Chain Management, and how do they impact the industry?	5	N	4
	(b) What is demand management, and why is it crucial in SCM?	5	A	3
	(c) Discuss the factors influencing network design decisions in SCM.	5	N	4
Q.4	**Attempt Any Two**	**[10]**		
	(a) Describe the role of distribution channels in Supply Chain Management.	5	A	3
	(b) Explain the strategic importance of planning the SCM network.	5	N	4
	(c) Discuss the strategic importance of supply chain network design.	5	A	4

SECTION B

		Marks	BL	CO

Q.5 **Multiple-Choice Questions** — [05]

(a) Logistics is the part of supply chain involved with the forward and reverse flow of — **1** **R** **1**

   (i) Goods   **(ii)** Cash

   (iii) Services   **(iv)** All of these

(b) The major decision areas in supply chain management are — **1** **R** **3**

   (i) Planning, production, distribution, inventory   **(ii)** Location, production, scheduling ,inventory

   (iii) Location ,production, inventory   **(iv)** Location ,production, distribution, marketing

(c) Reverse logistics is required because — **1** **R** **3**

   (i) goods are defective   **(ii)** goods are unsold

   (iii) the customer simply change their minds   **(iv)** all of these

(d) TPL Stands for — **1** **R** **1**

   (i) three points logistics   **(ii)** third party logistics

   (iii) three points location   **(iv)** none of the above

(e) Which of the following is not a part of supply chain management system? — **1** **R** **3**

   (i) supplier   **(ii)** manufacturer

   (iii) information flow   **(iv)** competitor

Q.6 **Attempt Any Two** — [10]

(a) Explain role of supply chain management in value chain with example — **5** **U** **3**

(b) What are the key objectives of supply chain management and how firms can benefit from that? — **5** **U** **3**

(c) State various types of logistics systems. — **5** **R** **1**

Q.7 **Attempt Any Two** — [10]

(a) State advantages and disadvantages of outsourcing. — **5** **A** **2**

(b) Differentiate among onshore, near shore and Offshore activities — **5** **N** **4**

(c) Describe role and scope of Supply Chain and logistics in firm's performance in services sector quoting one example of your choice — **5** **N** **4**

Q.8 **Attempt Any Two** **[10]**

(a) Briefly explain Agile Strategy in supply chain with one example.   **5**   **U**   **4**

(b) What are the key differences between the logistics and supply chain management – explain your answer with an example of hotel and hospitality sector   **5**   **A**   **2**

(c) What is "Lean Management" and also explain "Lean Supply Chain strategy" in brief.   **5**   **U**   **3**

****