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**Bengaluru**

**School of Management**

**Mid - Term Examinations – November 2024**

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| **Semester:** III | **Date**: 12/11/2024 |
| **Course Code**: MBA3068 | **Time**: 02:00pm – 03:30pm |
| **Course Name**: Logistics and Distribution Management | **Max Marks**: 50 |
| **Program:** MBA | **Weightage**: 25% |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 3marks. 3Mx5Q=15M** | | | | |
| **1** | Define logistics. | 3 Marks | Knowledge | CO1 |
| **2** | Memorize the sourcing process in supply chain management. | 3 Marks | Knowledge | CO1 |
| **3** | List the participants in supply chain management. | 3 Marks | Knowledge | CO1 |
| **4** | Distinguish between perishable goods and durable goods. | 3 Marks | Knowledge | CO2 |
| **5** | Describe the Routing and Distribution Optimization in economics of logistics process. | 3 Marks | Knowledge | CO2 |

**Part B**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 10 marks. 10Mx2Q=20M** | | | | |
| **6a** | Illustrate the evolution of logistics in corporate world. | 10 Marks | Application | CO1 |
| **Or** | | | | |
| **7a** | Predict and describe the total distribution concept in logistics. | 10 Marks | Application | CO1 |

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| **8a** | International logistics involves navigating a complex landscape of transportation, regulations, and coordination across multiple countries. What do you believe the challenges in international logistics today? | 10 Marks | Application | CO2 |
| **or** | | | | |
| **9a** | Discover a customer service strategy to manage customer expectations and maintain service quality during such disruptions. | 10 Marks | Application | CO2 |

**Part C**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer the Question. Question carries 15 marks. 15Mx1Q=15M** | | | | |
| **10** | A global electronics manufacturer sources components from several countries and distributes finished products worldwide. Recently, the company has faced delays in customs clearance and difficulties in coordinating international shipments.  Questions:  A. Discuss the role of trade compliance, transportation management, and technology in overcoming these challenges.  B. Analyze the streamline, how that the company’s cross-border supply chain to reduce delays and improve operational efficiency? | 15 Marks | Analysis | CO1 |