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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 15 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-(PG) | **Program:** MBA | |
| **Course Code :** MBA3068 | **Course Name :** Logistics and Distribution Management | |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **16** | **16** | **37** | **31** |  |

**Instructions:**

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

**Part A**

|  |  |  |  |  |
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| **Answer ALL the Questions. Each question carries 3marks. 3Mx10Q=30M** | | | | |
| **1** | Recall the different making process in scm. | **3 Marks** | **Knowledge** | **CO1** |
| **2** | Memorize the sourcing process in supply chain management. | **3 Marks** | **Knowledge** | **CO1** |
| **3** | List out the types of 3PL. | **3 Marks** | **Knowledge** | **CO2** |
| **4** | Identify the economic impact of demand forecasting in logistics. | **3 Marks** | **Knowledge** | **CO2** |
| **5** | State the importance of Physical Distribution in logistics. | **3 Marks** | **Knowledge** | **CO3** |
| **6** | What do you mean by Cross-Docking Strategy? | **3 Marks** | **Knowledge** | **CO3** |
| **7** | State any three factors in Selecting Marketing Channels. | **3 Marks** | **Knowledge** | **CO3** |
| **8** | What is the role of EDI in external communication? | **3 Marks** | **Knowledge** | **CO4** |
| **9** | Highlight the Characteristics of Wholesaling. | **3 Marks** | **Knowledge** | **CO4** |
| **10** | Name three famous ports in India especially for containerized cargo. | **3 Marks** | **Knowledge** | **CO4** |

**Part B**

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| **Answer ALL the Questions. Each question carries 10 marks. 10Mx4Q=40M** | | | | |
| **11** | Illustrate the Total Distribution concepts apply specifically to Logistics. | **10 Marks** | **Application** | **CO1** |
| **or** | | | | |
| **12** | Describe the process of supply chain management. | **10 Marks** | **Comprehension** | **CO1** |

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| **13** | Summarize the concept of Hinterland Transport System Design. | **10 Marks** | **Comprehension** | **CO2** |
| **or** | | | | |
| **14** | Demonstrate the several key areas of cost associated With logistics. | **10 Marks** | **Application** | **CO2** |

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| **15** | Illustrate the Special Distribution Methods in Logistics. | **10 Marks** | **Application** | **CO3** |
| **or** | | | | |
| **16** | Explain briefly the Scope of Physical Distribution in logistics. | **10 Marks** | **Comprehension** | **CO3** |

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| **17** | Summarize the factors influencing the selection of an appropriate channel. | **10 Marks** | **Comprehension** | **CO4** |
| **or** | | | | |
| **18** | Interpret the major logistics distribution channels prevailing in India. | **10 Marks** | **Application** | **CO4** |

**Part C**

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| **Answer all the Questions. Each Question carries 15 marks. 15Mx2Q=30M** | | | | |
| **19** | The supply chain practices of three of the leading apparel retailers in Europe - Zara, Hennes & Mauritz, and Benetton. Zara, one of the pioneers of fast fashion, developed a fully integrated supply chain model. The processes like design, production and distribution were carried in-house and it owned and operated all the stores. H&M, on the other hand, designed and distributed the garments, and owned the stores, while the manufacturing was completely outsourced. Benetton designed and manufactured all the garments, but did not own any stores. The case details the design, production and distribution practices of the three companies.  Questions:   1. Relate the Benetton designed and manufacturer process with Zara industry. 2. Analyze the distribution practices of the three companies. | **15 Marks** | **Analysis** | **CO3** |
| **20** | "Imagine you are the logistics manager for a manufacturing company that distributes products internationally. Your role involves overseeing transportation, warehousing, inventory management, and order fulfillment. A sudden surge in demand has occurred, and you need to ensure that orders are delivered efficiently while keeping costs under control.  Illustrate how you would manage the following logistics activities to handle the increased demand:   1. Transportation: How would you adjust your transportation strategies to ensure timely delivery without significantly increasing costs? 2. Warehousing: What steps would you take to optimize warehouse space and operations during this period of high demand? 3. Inventory Management: How would you ensure inventory levels are balanced to meet customer demand while avoiding overstock or stock outs? | **15 Marks** | **Analysis** | **CO4** |