



Even Semester End Term Examination, May / June 2026

Date: 22/05/2026

Time: 01.00 PM - 04.00 PM

Course Code: MBA3068

Course Name: Logistics and Distribution Management

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	29	29	26	56

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Explain how logistics contributes to customer satisfaction in supply chain management.	3	CO1	BT2
2	Explain three key objectives of effective logistics management.	3	CO1	BT2
3	Explain the concept of total logistics system	3	CO1	BT2
4	Transport ₹95,000, Warehousing ₹70,000, Packaging ₹35,000 → Calculate total logistics cost and how we can reduce the cost.	3	CO2	BT3
5	A company reduces delivery time significantly . Determine the impact on customer service and cost	3	CO2	BT3
6	Improved transportation planning reduces empty trips . Illustrate the impact on efficiency.	3	CO2	BT3
7	Illustrate the importance of selecting channel members	3	CO3	BT3
8	Illustrate how distribution strategies affect logistics performance.	3	CO3	BT3
9	Analyse the role of wholesalers in Indian distribution systems.	3	CO4	BT4
10	Examine the importance of coordination among channel members.	3	CO4	BT4

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	XYZ company treats logistics functions independently. This approach was different from other companies who followed integrated logistics approach a) Explain the impact of functions working independently and suggest integrated logistics approach	10	CO1	BT2

	for the company			
12	A retail company faces frequent order delays, stock mismatches, and high transportation costs. Managers realize that warehouses, transport, and inventory systems operate in silos. Question: Explain the key reason for these logistics issues and describe how implementing IT-based integration can improve performance.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT															
13	A company supplies products to three regions: A, B, and C. The following costs apply:(all cost in Rs) <table border="1"> <thead> <tr> <th>Region</th><th>Transport Cost</th><th>Warehouse Cost</th><th>Units</th><th>Holding cost</th></tr> </thead> <tbody> <tr> <td>A</td><td>70000</td><td>50000</td><td>2000</td><td>Rs 5</td></tr> <tr> <td>B</td><td>60000</td><td>40000</td><td>1500</td><td>Rs 6</td></tr> </tbody> </table> Order processing cost = ₹15,000 (shared equally between the two regions). The company implements route optimization and expects to reduce transport costs by 15%. Questions: a) Calculate the total logistics cost for each region before transport reduction. b) Calculate the new total cost after transport reduction. c) Identify which region contributes more to total cost. d) Comment on the impact of transport cost reduction on efficiency.	Region	Transport Cost	Warehouse Cost	Units	Holding cost	A	70000	50000	2000	Rs 5	B	60000	40000	1500	Rs 6	10	CO2	BT3
Region	Transport Cost	Warehouse Cost	Units	Holding cost															
A	70000	50000	2000	Rs 5															
B	60000	40000	1500	Rs 6															
14	A company has to ship 3600 units/week and its Transport cost is Rs7000 Holding ₹9/unit . it has got 2 options. Option A: 1 shipment and Option B: 3 shipments. Calculate the relevant parameters and suggest the better option.	10	CO2	BT3															

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	XYZ firm uses a long distribution channel consisting of multiple channel members causing inefficiency. This resulted in the firm losing money. Answer the following question a) Determine the problems and suggest strategies	10	CO3	BT3
16	A company distributes 3,000 units of a product per month through two channels: Channel 1: Company → Distributor → Retailer → Customer Transport cost = ₹12,000 Holding cost = ₹6/unit Warehouse cost = ₹10,000	10	CO3	BT3

Channel 2: Company → Wholesaler → Retailer → Customer Transport cost = ₹15,000 Holding cost = ₹5/unit Warehouse cost = ₹12,000

Questions: a) Calculate total distribution cost for each channel.
b) Determine which channel is more costly.
c) Illustrate how middlemen (distributors/wholesalers) affect cost and efficiency.

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	A company faced damaged goods and delays. This company had used intensive distribution . Analyse the impact of the delays and damages and suggest improvements .	10	CO4	BT4
18	XYZ company faced poor coordination between warehouses and retailers. This was affecting their business. Analyse the impact and suggest improvements	10	CO4	BT4

Part F: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
19	A large FMCG company operates through a network of warehouses and distributors across India. Recently, the company has been facing serious issues in its physical distribution system. The company supplies products to retailers through multiple intermediaries including distributors, sub-distributors, and wholesalers. One major issue is inventory imbalance. Some regions experience frequent stockouts, especially during peak demand seasons, while other regions have excess inventory that remains unsold for long periods. This leads to both lost sales and increased holding costs. The company's distribution channels are long and complex, involving multiple intermediaries. This increases lead time and reduces control over product movement. Distributors often place bulk orders based on assumptions rather than actual demand, leading to demand distortion. Another issue is poor shipment scheduling. Deliveries are not standardized; some regions receive frequent shipments while others face delays. Emergency shipments are often used, increasing transportation cost significantly. The company also faces issues with middlemen behavior, where products are diverted to markets offering higher margins. This creates artificial shortages in some regions. There is also a lack of	15	CO4	BT3

	real-time information sharing. Warehouses and distributors operate independently without proper coordination or IT support. Questions 1. Determine the key distribution problems 2. Illustrate the impact on cost and service and suggest strategies			
20	A retail and wholesale company dealing in FMCG products operates multiple warehouses across the country. Recently, the company has been facing issues related to logistics performance, quality management, and customer satisfaction. One of the major problems is product damage during transportation and handling. Goods are often returned by retailers due to poor packaging and improper handling. This increases costs and reduces customer trust. The company also suffers from poor communication between warehouses, distributors, and retailers. Information regarding inventory levels, delivery schedules, and product quality is not shared effectively, leading to delays and errors. Another issue is the lack of standard safety and compliance procedures. Although guidelines exist, they are not followed uniformly across warehouses. This leads to inconsistent quality and increased operational risks. The company's distribution channels are not properly structured, resulting in unnecessary handling and delays. In some cases, products pass through multiple intermediaries, increasing the chances of damage and cost. Customer complaints have increased significantly, mainly related to late deliveries, damaged products, and incorrect shipments. This has affected the company's reputation and market share. Management now plans to improve logistics performance by implementing quality systems, standardizing procedures, improving communication, and ensuring compliance with safety practices. Questions 1. Examine the key logistics and quality issues 2. Analyse impact on cost and service and recommend improvements	15	CO4	BT4