

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER- 2024
SEMESTER - II

Sub.: Basic Concepts in Supply Chain & Logistics Management (MBA206)

Date : 28/12/2024

Total Marks : 60

Time: 2.00pm to 4.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Write Short notes on (Any Three) (15)

1. Factors Influencing Transportation
2. Types of Logistics
3. Role of Logistics in Supply Chain Management
4. Supply Chain Management: Challenges
5. General Purpose Containers

Q. 2. Answer in detail (Any One) (10)

1. What is the Concept of Logistics Management? Explain the Objectives of Logistics Management.
2. Explain the various Modes of Transportation in detail.

Q. 3. Answer in detail (Any One) (10)

1. Define of Supply Chain Management and explain its importance.
2. Discuss the various Activities and Processes in Supply Chain Management.

Q. 4. Answer in detail (Any One) (10)

1. What is the concept of a Warehouse? Explain the Nature and Importance of a Warehouse.
2. Discuss the Importance of Supply Chain Management with a suitable example.

Q. 5. Case study (15)

Case Study: Components of Logistics Management

Overview

Logistics management is a critical component of supply chain management that focuses on the planning, implementation, and control of the efficient flow and storage of goods, services, and information from the point of origin to the point of consumption. Effective logistics management is vital for organizations to meet customer demands and achieve operational efficiency.

Key Components of Logistics Management

1. **Transportation:** This is the movement of goods from one location to another. It involves selecting the appropriate mode of transport (road, rail, air, sea) based on cost, speed, and nature of goods. Efficient transportation management minimizes costs and enhances delivery speed.
2. **Warehousing:** This component involves storing goods until they are needed. Effective warehousing ensures that products are stored safely and can be retrieved quickly. It also includes inventory management, which balances supply and demand.

3. **Inventory Management:** This component tracks inventory levels, orders, sales, and deliveries. Proper inventory management ensures that the right amount of inventory is available at the right time, reducing carrying costs and preventing stockouts.
4. **Order Fulfillment:** This process encompasses everything from order receipt to delivery. It includes picking, packing, and shipping products to customers. Efficient order fulfillment enhances customer satisfaction and loyalty.
5. **Supply Chain Management:** Logistics is closely tied to broader supply chain activities. Effective collaboration with suppliers, manufacturers, and distributors ensures a seamless flow of goods.
6. **Information Flow:** Communication and information sharing among all stakeholders in the logistics process are crucial. Advanced technology, such as logistics management software and tracking systems, facilitates real-time information flow and improves decision-making.

Conclusion

The components of logistics management work together to create a cohesive system that enhances efficiency and customer satisfaction. As globalization and e-commerce continue to grow, effective logistics management becomes increasingly vital for organizations to maintain a competitive edge.

Questions:

Q1: What role does transportation play in logistics management?

Q2: How does inventory management affect logistics operations?

Q3: Why is information flow important in logistics management?
