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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY - 2025
SEMESTER - II

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

Date : 22/05/2025

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. Importance of Logistics Management
2. Concept of Transportation
3. Objectives of Supply Chain Management
4. Application Areas of SCM
5. Nature and Importance of Warehousing

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

1. What are the different types of logistics? Explain with examples
2. Describe the different modes of transportation with their advantages and limitations.

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

1. Discuss the role of logistics in effective supply chain operations.
2. How can technology improve supply chain efficiency?

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

1. Discuss the factors considered while selecting a warehouse location.
2. What are the major challenges faced in implementing SCM practices?

Q. 5. Case study (15)

FreshFarm Foods is a medium-sized organic food distribution company based in Maharashtra. The company sources fruits and vegetables directly from farmers in nearby rural areas and supplies them to major urban retailers and supermarkets.

Initially, FreshFarm Foods used **road transport** (trucks and vans) exclusively to carry goods from the farms to city warehouses. However, as the demand grew and fuel prices surged, the company began exploring alternative modes of transportation. It experimented with **rail transport** for long-distance routes and considered using **air freight** for high-value perishable items.

FreshFarm faced several challenges in this transition:

While **rail transport** reduced costs for bulk shipments, delays and lack of last-mile connectivity created bottlenecks. **Air transport** ensured freshness but drastically increased costs, making it suitable only for selective items. **Road transport**, though flexible, became costly and unreliable due to poor infrastructure and traffic conditions.

Questions:

1. Compare and contrast road, rail, and air transportation in terms of cost, speed, reliability, and suitability for perishable goods in the context of FreshFarm Foods.
 2. Suggest a transportation strategy for FreshFarm that balances cost-efficiency and product freshness.
- How will FreshFarm optimize its supply chain?