

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

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

**Date : 28/05/2024**

**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. Describe various types of logistics.
  2. What are the basic concepts of transportation?
  3. Differentiate between logistics management and supply chain management.
  4. What are 5 parts of SCM?
  5. Elaborate importance of warehouse?
- Q. 2. Answer in detail (Any One) (10)**
1. What are the Logistics activities involved in the manufacturing organization?
  2. Briefly explain different modes of transport.
- Q. 3. Answer in detail (Any One) (10)**
1. Elaborate in detail the importance of logistics management?
  2. Describe the role of logistics in supply chain management.
- Q. 4. Answer in detail (Any One) (10)**
1. Elaborate the challenges of supply chain management.
  2. Describe various types of warehouses
- Q. 5. Case study (15)**
- Logistics is one of the fundamental factors for success of a retail organisation. Nowadays, spike in the level of competition among retailer organizations has waged a price war in the industry. As a result, a majority of retail organizations are constantly trying to reduce operational costs and providing finished goods at low prices to customers. Therefore, many retail organisations are sourcing materials from different global sources from which these materials are available at cheap rates. Established retail organisations such, as Walmart, ship agricultural products from India, China and Brazil. Managing a global logistical network is a highly intricate task. It involves managing thousands of suppliers from wide geographical locations along with managing the logistics networks, warehouses, storage facilities, transport systems, etc. For example, a retail organisation like Walmart owns about 3,000 long-haul trucks and 12,000 trailers for the transportation of materials. On the other hand, Walmart's competitors depend on outsourcing the transportation of materials. Walmart efficiently utilizes information technology in increasing the effectiveness of its logistics activities. A number of distribution centers of retail organisations are linked via advanced information technology tools to ensure viable coordination. A highly effective logistical system of Walmart has enabled it to source materials globally. It has helped Walmart keep the operational costs low and deliver its promise of making finished goods available at low prices. Highly efficient logistics is the prime reason behind the highly satisfied customers of Walmart.
- Questions**
1. How has logistics helped Walmart?
  2. What is the importance of logistics in achieving customer satisfaction?
  3. What is the reason behind price war among retail organisations?
  4. Where does Walmart procure its materials from?
  5. How is Walmart so efficient in its logistic function?