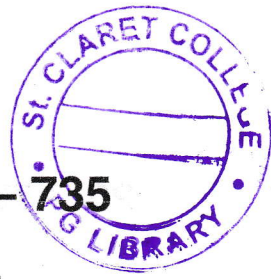




PG – 735



12
III Semester M.B.A. (Day & Eve.) Examination, June/July 2024
(CBCS) (2022 – 23)
MANAGEMENT

Paper – 3.12.3 : Logistics Management Systems and Practices

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions from the following, **each** question carries **5 marks**.

(5×5=25)

1. How do distribution related issues and challenges impact logistics operations ?
2. Discuss the various modes of transportation in logistics.
3. Explain the concept of multi-model transportation models.
4. Outline the outsourcing of logistics services. What are the advantages and disadvantages of outsourcing logistics functions ?
5. Explain the importance of customer service in logistics.
6. Discuss the shipment documents required for customs clearance and FEMA compliances.
7. Discuss the concept of a logistics information system.

SECTION – B

Answer **any three** questions from the following, **each** question carries **10 marks**.

(3×10=30)

8. Outline the concept of retail logistics network design for global operations. Discuss the considerations and trade-offs associated with global logistics network configuration.
9. Considering automobile sector explain how it can plan its logistics to reduce costs.
10. Explain using a industrial example how company integrated lean and agile strategies to meet customer demands and gain a competitive edge in the market.
11. Explore the concept of reverse logistics in the electronics industry, focusing on the management of product returns and recycling processes.

P.T.O.



SECTION – C

12. Compulsory Case Study.

(1×15=15)

Optimizing Logistics Operations in the Retail Industry**Background :**

ABC Retail is a prominent player in the global retail market, offering a wide range of products through its extensive network of stores and online platforms. The company operates in multiple regions, catering to diverse customer preferences and demands. With the increasing complexity of the retail landscape and growing customer expectations, ABC Retail faces significant logistical challenges in managing its supply chain effectively.

Challenges :

ABC Retail encounters several challenges in its logistics operations, including inventory management, transportation efficiency and order fulfillment. The company struggles to maintain optimal inventory levels across its distribution centers and store locations, leading to stockouts or excess inventory. Additionally, fluctuating transportation costs and delivery times impact the company's ability to meet customer demands promptly and cost-effectively.

Solution :

To address these challenges, ABC Retail adopts a holistic approach to optimize its logistics operations. The company invests in advanced inventory management systems, leveraging data analytics and forecasting algorithms to improve demand forecasting and inventory replenishment processes. Furthermore, ABC Retail collaborates with third-party logistics providers to enhance transportation logistics, streamline shipping operations and reduce overall costs.

Questions :

- 1) How did ABC Retail utilize technology to enhance inventory management and order fulfillment in its logistics operations ?
- 2) What strategic factors influenced ABC Retail's decision to partner with third-party logistics providers ? Evaluate the impact of this partnership on improving transportation efficiency and reducing shipping costs for the company.