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**MBAS 569**

**IV Semester M.B.A. Degree Examination, September/October 2022  
(Regular and Repeater)  
BUSINESS ADMINISTRATION  
Strategic Logistics Management**

Time : 3 Hours

Max. Marks : 70

**SECTION – A  
(Compulsory)**

Answer to the question should **not** exceed **6** pages. **(1×15=15)**

1. Define and discuss logistics management. Explain the activities of logistics.

**SECTION – B**

Answer **any five** questions. **Each** question carries **8** marks. Answer to the question should **not** exceed **5** pages. **(5×8=40)**

2. Write an elaborative note on logistic reengineering and logistic environment assessment.
3. Explain the process of logistic strategy planning and formulation.
4. Explain concept of warehousing strategy and its functions.
5. What do you mean by inventory forecasting ? Discuss the various methods for inventory forecasting.
6. As a Logistics Manager of a company; how would you consider customer service Logistics ? Explain with examples.
7. “To evaluate the efficiency and sustainability of the logistics systems, developing logistics performance indicators is essential.” Explain.
8. Write a short note on :
  - a) Location strategy
  - b) Logistic information system
  - c) Green logistics.

**P.T.O.**



SECTION – C  
(Compulsory)

Answer to this question should **not** exceed **6** pages.

**(1×15=15)**

9. Case Study :

“Cool Air” Air-conditioning is a manufacturing of commercial air conditioning units which are exclusively used on the roof of malls or restaurants. Nearly 80 percent of its sales are replacement models which means that the company relies heavily on repeat customers. An air conditioner usually breaks down with little or no warning. Often the customer is under pressure on finding a replacement within a day or two to run his business. Therefore, the customer is mainly concerned with supplier response no matter who the supplier is “Cool Air” Air-conditioners hired “Reliable logistics”, a logistics consulting company to help optimize their distribution network and revive sales. At that time, they had 20 distribution centers and warehouses around the country, stocking 40 different models. “Reliable logistics”, first thought of shrinking the distribution network to four or five strategically located warehouses, each with extensive inventory. This strategy would have reduced 25 percent of “Cool Air” Air-conditioners costs, but would have made rapid delivery tough. The marketing manager of “Cool Air” Air conditioners suggested that the company should go in the opposite direction and expand to 30 locations with a full range of products. But that would have been prohibitively expensive.

- a) What do you think are the problems faced by “Cool Air” Air-conditioners ?
  - b) Comment on the idea of Reliable logistics to reduce the distribution centers/ warehouses from 20 to 4 or 5 strategic locations.
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