

2874

4

- (b) Elaborate on various classifications of logistics functional measures. (7)
7. Write short notes on any **three** : (3×5)
- (a) Role of intermediaries in supply chains
- (b) Pallets
- (c) Economy of Distance, Density and weight
- (d) Packaging and unitization

(500)

[This question paper contains 4 printed pages.]

11/05/2019

Your Roll No.....

Sr. No. of Question Paper : 2874

Unique Paper Code : 61017920

Name of the Paper : International Distribution and Supply Chain Management

Name of the Course : **Bachelor of Management Studies (BMS), 2019 (CBCS)**

Semester : VI

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Answer **Five** questions in all.
 3. **First** question is compulsory.
 4. **All** questions carry equal marks.
-
1. (a) Until several years ago, most of the communication between Lowe's Home Improvement and Whirlpool Corporation was through their Merchandising and Sales organizations. The relationship could get strained at times - a result

P.T.O.

of each making decisions that affected the other one, but not discussing them until one of them felt the impact. Their collaboration processes have evolved over the last three years and they are currently in the early stages of running an Integrated Business Planning process. They did not get there overnight; it has been a journey through several phases of implementation.

- (i) What phases do you think the company must have gone through for developing a collaborative relationship? Explain this, with reference to a relevant business practice model? (6)
 - (ii) What role does technology plays in developing such relationship between Lowe Home Improvement and Whirlpool Corporation? (3)
- (b) Motorola has gone from manufacturing all its cell phones in-house to almost completely outsourcing the manufacturing. What are the pros and cons of the two approaches? (6)
2. (a) What problems arise when each stage of supply chain focuses solely on its own profits during decision making? Identify some actions that can help a retailer and a manufacturer work together to expand the scope of strategic fit. (8)

- (b) Identify the three key supply chain decision phases and explain the significance of each one. (7)
3. (a) Discuss the strengths and weaknesses of various distribution options. (8)
- (b) How do the location and size of warehouses affect the performance of a firm? Explain with the help of suitable example. (7)
4. (a) Explain role of IT in
- (i) Inventory management
 - (ii) Transportation (8)
- (b) What modes of transportation are best suited for large, low-value shipments? Explain with examples. (7)
5. (a) What is SCOR model? How it can cause improvement in a supply chain? (8)
- (b) Identify trade-offs that shippers need to consider when designing a transportation network. (7)
6. (a) Discuss how product variations, security, import constraints and transportation uncertainty should impact global sourcing and marketing decisions. (8)