

[This question paper contains 3 printed pages.]

Your Roll No.....

**Sr. No. of Question Paper** : 6846  
**Unique Paper Code** : 61017935  
**Name of the Paper** : Distribution and supply chain management  
**Name of the Course** : **Bachelor of Management Studies (BMS),  
2023 LOCF**  
**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. Attempt **all** questions
3. **All questions** carry equal marks

1. Rapid fulfilment and distribution are now becoming essential to meet the demand of the customers and ensure customer satisfaction. The standards for delivery are continuously evolving with logistic giants like Amazon, UPS offering next or same day, delivery options so that the buying experience of the customers can be enhanced. The e-commerce market is set to grow to \$5.4 trillion in 2026 and digital shoppers today have increased as a result of this. Most of the digital shoppers expect on-time delivery. However, last mile delivery continues to pose a challenge for enterprises to meet customer demand. It is been seen that one out of 20 orders never make it to the location intended because of lack of on- the- ground visibility. This leads to delays, causing a bad shopping experience. Last mile fulfilment becomes crucial in shaping the entire purchasing experience, but can be costly and time consuming. Logistics managers must detect these delays and adopt a distribution channel that best overcome the difficulties in fulfilling an order.

P.T.O.

- (a) What factors affects an enterprise's decision of selecting a distribution channel? (9)
- (b) Do you think digital tools can be of use in resolving supply chain challenges? Explain its pros and cons. (6)
2. (a) Why is inventory management important in supply chains? How can inventory be better managed today? Explain with the help of examples. (8)
- (b) By outsourcing to a 3PL, small companies can help their customers manage supply chain disruptions by offering visibility into inventory, real-time access to data for better supply chain transparency, seamless workflows, and insights into future challenges or issues. Explain the benefits offered by 3PL? Why should 4PL be adopted over 3PL in a constant changing environment? (7)
3. (a) In years to come, robots will handle bigger and heavier loads that shall assist in achieve wider implementation of supply chain objectives. Warehouse workforces will be transformed to a new breed of robotics specialist that will oversee the operations and activities of robots. They will have greater expertise in logistics and armed with logistics best practices, will better fulfill the needs of logistics operations, making the case for logistics companies to consider implementing automation and robotics in their warehouses more compelling. Do you agree? Comment. Why is there a need for robotics and automation in warehouses today? (8)
- (b) Describe the major challenges that must be overcome to manage a supply chain successfully. (7)
4. (a) How implied demand uncertainty differs from demand uncertainty. Explain impact of customer's need such as variety of product, service level, lead time etc. on implied demand uncertainty. (8)
- (b) Channel partners play a very important role in achieving greater efficiency in an organisation. Justify. (7)

5. Write short notes on any 3 of the following:

(5×3=15)

- (a) Reverse Logistics
- (b) CPFR model
- (c) Control system in supply chains
- (d) Objectives of supply chain