

Register Number: .....

**MBA DEGREE EXAMINATIONS: APRIL 2014**

(Regulation 2012)

Fourth Semester

**MASTER OF BUSINESS ADMINISTRATION**

MBA645: Logistics And Distribution Management

**Time: Three Hours**

**Maximum Marks: 100**

**Case Study:-**

**PART A (1 x 20 = 20 Marks)**

1.

**Ace Dairies**

Ace Dairies gives a home delivery service of milk, dairy products and range of related goods. Mr. Ganesh has run the dairy for the past twelve years. His product is a combination of goods (the items he delivers) and services (the delivery and associated jobs he does for customer).

At the heart of operations is an information system which contains full details of all Ganesh's 500 customers, including their regular orders, special orders, where to deliver, how they pay and so on.

Every day the system calculates the likely sales of all products in two days time. Ganesh adds some margin of safety, allows for likely variations and passes his order to Unigate dairy in Totnes in Devon (about 150 KM away). This Unigate depot acts as a wholesaler for milkmen in Wales and the southwest of England. The following evening it delivers to a holding depot in Camborne, and then takes Ganesh's goods 10 km to a cold store in Hayle. At 5.30 the following morning Ganesh collects the order from his cold store and starts delivering to customers. Normally takes until 1.30 in the afternoon, but on Friday he spends more time collecting money and often finishes after 5.00 pm.

There are several specific problems facing Ace Dairies there is, for example, some variation in daily demand, so Ganesh has to carry spare stock. He cannot carry too much, as the dairy products have short life and anything not delivered quickly is thrown away. Ganesh aims at keeping this waste down to 2 percent sales. There are also problems maintaining a service during holidays, or when Unigate has difficulties with their deliveries.

Perhaps Ganesh's main concern is maintaining his sales over the long run. Demand for doorstep deliveries is declining, as people buy more milk at supermarkets. The number of milkmen in Hayle has declined from ten in 1987 to three in 2002. Most of Ganesh's customers have been with him for many years, but he generates new custom by canvassing, delivering leaflets, special offers, carrying a range of other products, and so on.

**Questions**

- a. Describe the supply chain model for milk distribution. (10)
- b. Explain the main problems that Ace Dairies has with Logistics. (10)

**Answer all the Questions:-**

**PART B (10 x 2 = 20 Marks)**

- 2. Define Logistics.
- 3. What is Integrated Logistics Management?
- 4. What is transshipment?
- 5. Differentiate deep sea and short sea shipping.
- 6. List the classes of warehouse.
- 7. What is the risk involved in outsourcing a warehouse?
- 8. What is facility location?
- 9. What are the different types of distribution channels?
- 10. What is Reverse Logistics?
- 11. What is efficient customer response?

**PART C (4 x 15 = 60 Marks)**

- 12. a) (i) Summarise the functions of Logistics with suitable examples. (8)
- (ii) Explain the importance of Electronic Data Interchange (EDI) for logistics distribution. (7)

**(OR)**

- b) Critically examine the global issues in Logistics with suitable examples.

- 13. a) Explain the different categories of Government Transport Regulation

**(OR)**

- b) Summarise the major advantages and disadvantages of Air Transport. Compare with global transport systems.

- 14. a) Explain the functions and operation of a warehouse in India.

**(OR)**

- b) Compare and contrast 3PL and 4PL

- 15. a) Discuss the traditional vehicle routing problems with suitable examples.

**(OR)**

- b) (i) Summarise the functions of Marketing Channels for better Logistics and (8)  
Distribution management.
- (ii) Explain the importance and scope of Vertical Marketing System. (7)

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