



Register Number:.....

MBA DEGREE EXAMINATIONS: MAY 2015

(Regulation 2012)

Third 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. Micron electronics Inc. is a manufacturer of Personal computers (PC) that sells directly to the Customers who place orders either through Telephone or Internet. Micron has one assembly facility, located at Gurgaon and also has a sub-contractor, who is able to assemble most popular models. A typical customer order comes in through the internet or toll-free-telephone number. Depending on the type of order, it is allocated either to the Gurgaon facility or to the sub-contractor. Large corporate orders, for example are handled out of Gurgaon. Micron carries almost no Finished Goods Inventory and assembles PC's in response to Customer orders. A typical order may include a Monitor and a Printer in addition to PC. Micron does not manufacture peripherals such as monitors and printers. They are stored at a depot in Greater Noida, which Federal Express (Fed Ex) operates for Micron. Some peripherals are also held at Gurgaon facility. Thus, the order Coordinator must allocate product to the peripheral order from items in the depot. For an individual order, Fed Ex transports the assembled PC (either from Gurgaon or from the subcontractor) to Greater Noida, where it is merged with the peripherals. Another possibility is, for Fed Ex to do the merge at a station close to the customer site. For example, an order from New Delhi can be merged there itself, and then delivered to the customer. To facilitate this Merge-In-Transit, Micron shares detailed electronic information with the Fed Ex warehouse as PC's ship out of Gurgaon. Customers can track the status of their orders after they have placed them.

Questions:

- a) Illustrate with a diagram the role of information technology in interfacing transportation and distribution with reference to Micron? (10)
- b) What is the role of Fed Ex in Micron electronics? What are the advantages of using the

services of Fed Ex? (5)

c) What you have understood about Merge-In-Transit with reference to this case? (5)

Answer all the Questions:-

PART B (10 x 2 = 20 Marks)

2. Mention any three key advantages of EDI for a logistics company.
3. Differentiate between 'Inbound and Outbound Logistics' function.
4. Differentiate between Container Freight Station (CFS) and Inland Container Depot (ICD).
5. Bring out any two relative advantages and disadvantages between a Time Charter and a Voyage Charter
6. What is Cross Docking?
7. Is warehouse and a distribution center are the same. If not differentiate.
8. How do Logistics service providers make use of Vertical Marketing Systems (VMS)?
9. Who is a 'Channel Partner'?
10. Define 'Reverse Logistics'
11. What is 'Efficient Customer Response System' (ECR) facilities logistics function?

PART C (4 x 15 = 60 Marks)

12. a) What do you understand by integrated Logistics Function? What are its components? Justify your answer by suggesting a 'functional and network design' for a newly started up inland courier services
(OR)
b) Discuss the fundamental similarities and difference between Transportation, Distribution and Warehousing functions with reference to the logistical control accounted on them
13. a) Explain the different classification of warehouses with their relative advantages and disadvantages
(OR)
b) Discuss the concept of 3PL operators. How can it help in making logistics operations more efficient? Also discuss how 4PL is different from a 3PL operator
14. a) What is a channel design? Chart down a channel design for a Click store and a Brick and Mortar retailer and compare them with illustrations

(OR)

b) The various channel partners can be grouped into different channel systems. Explain them with examples

15. a) What is reverse logistics? Why do we need reverse logistics? What are the systems design considerations for reverse logistics?

(OR)

b) Define EDI. Explain its role in the light of logistics information systems
