

Total No. of Questions : 5]

SEAT No. :

**P4821**

[Total No. of Pages : 2

**[5183]-101**  
**P.G.D.M.L.M. (Semester - I)**  
**101 -MANAGEMENT FUNDAMENTALS**  
**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Your answers should be specific and to the point.*
- 5) *Support your answers with suitable live examples.*

**Q1) a)** Explain System Approach of Modern Management Theory. **[10]**

OR

b) Explain the Contribution of Henry Fayol to Management.

**Q2) a)** Explain the steps in the control process. **[10]**

OR

b) “Directing derives sufficient attention along with the other function of guiding the subordinates to work willingly and enthusiastically towards the accomplishment of predetermined organisational objectives.”  
Comment.

**Q3) a)** 'Decision making is the primary task of the management'. Discuss this statement and explain the process of decision making. **[10]**

OR

b) Explain the types of decisions.

**P.T.O.**

**Q4) a)** Elaborate the challenges in front of manager in this competitive era.[10]

OR

b) What is the role of manager in today's scenario?

**Q5) a)** X is facing a lot of problems these days. It manufactures white goods like washing machines, microwave ovens, refrigerators and air conditioners. The company's margins are under pressure and the profits and market share are declining. The production department blames marketing for not meeting sales targets and marketing blames production department for producing goods, which are not of good quality meeting customers expectations. The finance department blames both production and marketing for declining return on investment and bad marketing. [10]

Questions :

- 1) What quality of management do you think the company is lacking? Explain briefly.
- 2) What steps should the company management take to bring the company back on track?

OR

b) A company, which manufactures a popular brand of toys, has been enjoying good market reputation. It has a functional organisational structure with separate departments for Production, Marketing, Finance, Human Resources and Research and Development. Lately to use its brand name and also to cash on to new business opportunities it is thinking to diversify into manufacture of new range of electronic toys for which a new market is emerging.

Questions :

Prepare a report regarding organisation structure giving concrete reasons with regard to benefits the company will derive from the steps it should take.



Total No. of Questions : 5]

SEAT No. :

P4822

[Total No. of Pages : 2

[5183]-102

P.G.D.M.L.M.

**102 : ESSENTIALS OF SUPPLY CHAIN MANAGEMENT  
(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks of 10.*

*Q1)* What do you understand by supply chain? Discuss the role of effective supply chain in today's competitive world.

OR

Explain scope objectives & nature of supply chain.

*Q2)* What is the importance of forecasting in any business? Why is it so important and what are the likely implications if not done?

OR

Name & describe 3 quantitative methods used in business today.

*Q3)* What is aggregate planning in supply chain.

OR

Describe how a company achieves strategic fit between its supply chain strategy and competitive strategy.

*Q4)* What are the important decision phases in a supply chain? Explain the significance of each phase.

OR

Describe how a company achieves strategic sustainability in the competitive scenario.

**P.T.O.**

**Q5)** How can design collaboration with suppliers help a PC manufacturer improve performance?

OR

Explain Key sourcing related processes in a supply chain.



Total No. of Questions : 5]

SEAT No. :

P4823

[Total No. of Pages : 2

**[5183]-103**  
**P.G.D.M.L.M. (Semester - I)**  
**103 - LOGISTICS MANAGEMENT**  
**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) Answer five questions.*
- 2) All questions carry equal marks.*

*Q1)* Discuss the objectives of logistics. Explain its components.

OR

Explain the significance of logistics and logistical value proposition.

*Q2)* What is the concept of distribution network? Explain the role of distribution in supply chain.

OR

Define e-business. Discuss the factors influencing distribution network design.

*Q3)* Describe the principles and importance of materials handling.

OR

Discuss materials handling equipment and safety issues.

***P.T.O.***

**Q4)** Write short notes on (any two) :

- a) Role of Transportation
- b) Transport documentation
- c) Traffic and Transportation strategy.

OR

Explain the Transportation Economics and Pricing.

**Q5)** Explain the role and importance of 'IT' in supply chain.

OR

Discuss the customer relationship management and supplier relationship management.



Total No. of Questions : 5]

SEAT No. :

P4824

[Total No. of Pages : 2

[5183]-104

**P.G.D.M.L.M. (Semester - I)**

**104 : PURCHASING & SUPPLIER RELATIONSHIP  
MANAGEMENT**

**(2013 Pattern) (Theory)**

*Time : 3 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All questions are compulsory & carries 10 mark each.*
- 2) Each questions internally having OR question within choice.*

*Q1) Explain the role of purchasing in today's globalization & competitive world.*

OR

Define the term purchasing. Bring out the importance of purchasing.

*Q2) How you purchase any product by proficient approach? Explain with suitable example.*

OR

In some situation competitive tendering exercise might be the best approach to making a purchase. Discuss.

*Q3) Discuss the process of supplier selection with example of Automobile industry.*

OR

Explain the concept of outsourcing? What are the different ways of outsourcing?

***P.T.O.***

**Q4)** Discuss various purchasing activities & procedures.

OR

“Buyer - Supplier relationship must be close and co - operative” discuss it by maintaining the supplier relationship point of view.

**Q5)** What are the various quality aspects that have to be considered by purchase manager?

OR

Explain the various steps involved in implementation of T.Q.M.





Total No. of Questions : 5]

SEAT No. :

P4825

[Total No. of Pages : 2

[5183]-201

**P.G.D.M.L.M. (Semester - II)**

**201 - STRATEGIC SUPPLY CHAIN MANAGEMENT**

**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Answer 5 questions.*
- 2) *All questions carry equal marks.*

*Q1)* Define the distribution network. Explain the network design in supply chain.

OR

Define the role of network. Explain the factors effecting the network design decisions.

*Q2)* Define benchmarking. Explain the mapping the supply chain process.

OR

Discuss 'logistics performance indicators'. Explain the critical success factors.

*Q3)* Explain the obstacles to coordination and managerial levels.

OR

Explain the collaborative planning and forecasting in supply chain.

*Q4)* Discuss supply chain performance measurement.

OR

Explain 'performance categories' and 'logistic quantification pyramid'.

***P.T.O.***

**Q5)** Write short notes on (any two) :

- i) Strategic planning for logistics
- ii) Time based strategics
- iii) Asset productivity strategics.

OR

Discuss 'Technology based' and 'relationship based' strategics in supply chain.



Total No. of Questions : 5]

SEAT No. :

P4826

[Total No. of Pages : 2

**[5183]-202**  
**P.G.D.M.L.M. (Semester - II)**  
**202: GLOBAL LOGISTICS**  
**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*

**Q1) A)** Explain Global Logistics. Discuss Global Environment in detail with suitable example. **[10]**

OR

B) Discuss Global Supply Chain Strategy in detail with examples.

**Q2) A)** Explain in detail about the Stages of International development. **[10]**

OR

B) i) Write short note on Managing the International Logistics.

ii) Write short note on International Logistics.

**Q3) A)** Explain in details Challenges for low cost country sourcing with suitable example. **[10]**

OR

B) Explain the Supply Chain Security. Discuss role and responsibility of supply chain security.

**P.T.O.**

**Q4) A)** Explain considerations for hiring 3PL and 4PL service providers in details. **[10]**

OR

B) i) Write short note on Types of Services

ii) Write short note on Determinants for outsourcing decisions

**Q5) A)** Explain in detail Risk Management in the Global Context with suitable example. **[10]**

OR

B) Explain Benchmarking the Logistics. Discuss performance measures and evaluation in Global Logistics.

❧❧❧

Total No. of Questions : 5]

SEAT No. :

P4827

[Total No. of Pages : 2

**[5183]-203**  
**P.G.D.M.L.M. (Semester - II)**  
**203: INVENTORY MANAGEMENT**  
**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Each question has an internal option.*
- 3) Each question carries 10 marks.*
- 4) Figures to the right indicate marks for that question/sub question.*
- 5) Draw neat diagrams and illustrations supportive to your answer.*

*Q1) A) Explain the importance & essentials of inventory management. What are the Uses and issues in inventory Management [10]*

OR

*B) What is inventory? Explain the need of inventory management with suitable example*

*Q2) A) i) Write short note on VED analysis [5]*

*ii) Write short note on Standardization system [5]*

OR

*B) Explain Inventory classification of materials in detail with suitable examples.*

*P.T.O.*

**Q3) A) “Vendor managed inventory is prerequisite for JIT purchasing”  
comment [10]**

OR

B) Explain Fixed order Quantity Model and Fixed time period Model with suitable example.

**Q4) A) Explain the Concept of MRP-II. What is the main output from MRP?[10]**

OR

B) Explain the Bill of Materials and MPS are the backbone of MRP. Discuss

**Q5) A) Explain function and importance of stores management with suitable examples [10]**

OR

B) i) Write short note on Stores procedure

ii) Write short note on Decentralized store system

❧❧❧

Total No. of Questions : 5]

SEAT No. :

P4828

[Total No. of Pages : 2

[5183]-204

P.G.D.M.L.M. (Semester - II)

**204: SUPPLY CHAIN PRACTICES IN DIFFERENT INDUSTRIES**

**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub question.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*

**Q1) A)** What is supply Chain? Explain nature & scope of warehouse management. **[10]**

OR

B) Explain the inventory management policy with suitable examples

**Q2) A) i)** Write short note on Bar Coding system **[5]**

ii) Write short note on Customer Relationship Management **[5]**

OR

B) “Write a note on Supply Chain practices in retail industry. Explain the nature of retail industry.

**P.T.O.**

**Q3) A) What is supply Chain practices in Food Industry? Discuss with suitable examples [10]**

OR

B) Explain Nature & scope of the Food industry. Discuss Development of cold storage

**Q4) A) Explain in detail Supply chain practices in consumer durable goods industry [10]**

OR

B) Explain the nature and scope of consumer durable goods industry. Discuss

**Q5) A) How network design for pharmaceutical supply chain management is efficient? Explain with suitable examples [10]**

OR

B) i) Write short note on Stock replenishment

ii) Write short note on significance of supply chain

