

Total No. of Questions : 5]

SEAT No. :

P4488

[4789] - 101

[Total No. of Pages :3

P.G.D.M.L.M

**101:MANAGEMENT FUNDAMENTALS
(CBCS- 2013 Pattern) (Semester- I)**

Time : 2 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 full marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) Define the term 'Management'. Explain need and importance of Management. **[10]**

OR

b) Discuss the key issues of F.W. Taylor's Scientific Management School. Also State its limitations. **[10]**

Q2) a) i) Define the term 'Delegation of Authority' and state its characteristics. **[6]**

ii) What is meant by Decentralization? **[4]**

OR

b) Define planning. Elaborate different steps of process of planning **[10]**

Q3) a) "Decision making is the primary task of the management." Discuss the statement. Explain Decision Making process in detail. **[10]**

OR

b) Managers have to take variety of decisions. What are the different types of decisions? **[10]**

P.T.O.

Q4) a) “Information technology is the backbone or facilitator of changes happening in business”.Comment. **[10]**

OR

b) “Globalization promotes freedom to operate competitively”.Comment. **[10]**

Q5) a) For the three months, tension has been building between two employee, Baldev and Ranga, who happen to be under the supervision and direction of the same supervisor. Apparently, Baldev is quite resentful about Ranga’s promotion into a position which later feels he deserves.

On two occasions, there were confrontations between the two in front of other employees.After the second confrontation. The supervisor informs both of them that unless they resolve the problem between them, there will be serious consequences. Two weeks later Ranga comes to the supervisor demanding that he do something about the situation. During the course of the conversation, ranga begins to blame the supervisor for his lack of leadership skills in intervening in the conflict.Ranga feels that it is the supervisor’s responsibility to assist employees in difficult situations; he demands some action immidiatly, or he will go to the higher levels. **[10]**

Questions:

How would you react as a supervisor?

OR

b) A garment manufacturing company was originally buying cloth to manufacture garments.It exports 100% of their production to the UK, USA France and italy. The company received a number of complaints from the customers regarding smoothness of the cloth. This was threat to their highly competitive Business. The management discussed this problem and they provided following alternatives to the managing director;

- Outsourcing the production of cloth.
- Production of the cloth by the company itself by establishing a new production plant.

The managing director studied these two alternatives under the circumstances of economic liberalization regarding establishing a plant and global competition.The objective in taking a decision was to get high

quality of cloth at relatively low price. He analysed these two alternatives as indicated below:

Alternative I: Company can reduce its work but quality can not be guaranteed

Alternatives II: Company has to take responsibility of procuring quality raw material and maintenance of quality in production in accordance with predetermined standards and also minimizes cost through cost control. Company can acquire competitive advantage by producing quality products which is the basis for its survival and development in the global market. **[10]**

Question : If you are a managing director which alternative you will select. Support your decision with proper justification.



Total No. of Questions : 5]

SEAT No. :

P4489

[4789]-102

[Total No. of Pages : 2

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

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

Time : 2½ 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) How can postponement of product differentiation be used to improve supply chain profitability?

OR

Discuss how an expensive supplier with short lead times who is used as a backup for a low---cost supplier with long lead times can result in higher profits than using only the low-cost supplier.

Q2) Wal---Mart designs its networks so that a DC supports several large retail stores. Explain how the company Can use such a network to reduce transportation costs while replenishing inventories frequently.

OR

Compare the transportation costs for an e---business such as Amazon.com and a retailer such As Home Depot when selling home---improvement materials.

Q3) For a manufacturer that sells To many retailers, why does a quantity flexibility contract result in less information distortion than a buyback contract?

OR

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

P.T.O.

Q4) Explain the use of outlet stores by retailers such as Saks Fifth Avenue in the context of revenue management.

How does the presence of outlet stores help Saks? How does it help its more valuable customer, who is willing to pay full price?

OR

What are the key advantages that best---of---breed software companies provide?

Q5) What are the key that large software companies, such as the ERP players, provide?

OR

What types of industries would be most likely to choose a best---of---breed approach to their IT systems?

What types would be more likely to choose a single large integrated solution?



Total No. of Questions : 5]

SEAT No. :

P4490

[4789] -103

[Total No. of Pages :2

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

103: LOGISTICS MANAGEMENT

(2013 Course) (Semester - I)

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define the concept of logistics management. Explain its objectives and importance.

OR

Explain the Integrated logistics and evolution of 4PL.

Q2) What is difference between SCM and logistics management? Explain the scope of logistics management.

OR

Explain the types and functions of warehouses.

Q3) Explain the role of packaging and package design.

OR

Discuss the principles and importances of materials Handling equipments.

Q4) Explain the Transportation Economics and transportation services.

OR

Discuss the transport management system and Transport documentation.

P.T.O.

Q5) Write short notes on (Any two):-

- a) Customer Relationship management
- b) Supplier Relationship management
- c) Supply chain IT Framework

OR

What is the concept of IT in logistics management? Explain the role of IT in logistics.



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SEAT No. :

P4491

[4789] -104

[Total No. of Pages :1

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

**104: PURCHASING & SUPPLIER RELATIONSHIP MANAGEMENT
(2013 Course) (Theory) (Semester - I)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory carries 10 marks.*
- 2) *Figures to the right indicate full marks.*
- 3) *Each Question internally having OR question within choice.*

Q1) What is purchasing? Explain purchasing process in detail.

OR

What functions are generally assigned to the purchase department of the company.

Q2) What do you understand from the 5R's of buying? Discuss briefly.

OR

Write detailed note on:

- a) Advantages of TQM
- b) Objectives of purchasing

Q3) Discuss which criterion should follow a buyer to pick best supplier to maintain relationship.

OR

Explain the concept of outsourcing? Also what are the different ways of outsourcing.

Q4) "Purchase Manager purchasing any commodity by efficient manner" explain with suitable example.

OR

"Buyer-supplier relationship must be close, mutual unstandable and co-operative". Discuss.

Q5) Elaborate the key principles of TQM. Explain the Quality Management is important in purchasing decision.

OR

State & explain role of supplier in maintaing the total Quality Management.



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SEAT No. :

P4492

[4789] - 201

[Total No. of Pages :1

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

201 : STRATEGIC SUPPLY CHAIN MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the designing of the distribution network and role of distribution.

OR

b) Explain network design in supply chain and role of network.

Q2) a) What is benchmarking? Explain its process.

OR

b) Explain the mapping of supply chain process with examples.

Q3) a) Explain Bullwhip effect and lack of supply chain coordination.

OR

b) What is vendor managed inventories? Explain forecasting & replenishment.

Q4) a) Write a note on supply chain performance measurement.

OR

b) What are the dimensions of performance measures.

Q5) a) What is strategic planning for logistics and supply chain management.

OR

b) Write a note on Technology based strategies and relationship based strategies.



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SEAT No. :

P4493

[4789]-202

[Total No. of Pages : 2

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

202 : GLOBAL LOGISTICS

(2013 Pattern) (Semester-II)

Time : 2½ 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 in detail Global Logistics & Global supply chain with suitable examples. **[10]**

OR

b) Discuss International logistics in Global economy.

Q2) a) Explain in detail role of Performance measurement and evaluation in Global Logistics. **[10]**

OR

b) i) Write short note on 3PL service providers. **[5]**

ii) Write short note on Supply chain Security. **[5]**

Q3) a) Explain in Outsourcing and Logistics Service Providers. **[10]**

OR

b) Explain the Planning the Global Logistics & network design for global logistics Management.

Q4) a) Briefly explain in Procedure for Stages of international development. **[10]**

OR

P.T.O.

- b) i) Write short note on managing the International Logistics. [5]
ii) Write short note on Global Sourcing. [5]

Q5) a) Explain in detail role in Global logistics & Discuss types of services. [10]

OR

- b) Explain the concept and need of outsourcing in global supply chain management.



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SEAT No. :

P4494

[4789] -203

[Total No. of Pages :2

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

**203: INVENTORY MANAGEMENT
(2013 Course) (Semester - II)**

Time : 2 ½ 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 inventory? Explain the different types of inventory with suitable example. **[10]**

OR

b) Explain the importance & essentials of inventory management. What are the uses and issues in Inventory Management? **[10]**

Q2) a) Explain EOQ with quality discounts also discuss single & multiple price breaks. **[10]**

OR

b) Explain Fixed Order Quantity Model and Fixed Order Interval Model with suitable examples. **[10]**

Q3) a) “Material handling does not add value to the product but adds to the cost” Comment. **[10]**

OR

b) What are the different types of data required for MRP? Explain. **[10]**

P.T.O.

Q4) a) Item Master, BOM and MPS are the backbone of MRP. Explain. [10]

OR

b) i) Write short note on Evaluation of Materials Function. [5]

ii) Write short note on Vendor Managed Inventory. [5]

Q5) a) Explain signification of 'Standardisation' or Materials. What are the advantages and disadvantages of standardization? [10]

OR

b) i) Write short note on Make or Buy Decision. [5]

ii) Write short note on Logistics-aims and importance. [5]



Total No. of Questions : 5]

SEAT No. :

P4495

[4789] -204

[Total No. of Pages :1

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

**204: SUPPLY CHAIN PRACTICES IN DIFFERENT INDUSTRIES
(2013 Course) (Semester - II)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each Question has 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 Management? Explain nature of the automobile industry. **[10]**

OR

b) Describe the merchandise planning. Discuss reverse logistics. **[10]**

Q2) a) What is Customer relationship management? Explain in Detail about CRM. **[10]**

OR

b) i) Write short note on RFID. **[5]**

ii) Write short note on Stock replenishment. **[5]**

Q3) a) Discuss the role of Supplier Relationship management in detail. **[10]**

OR

b) Explain Supply chain practices in Food Industry. **[10]**

Q4) a) How network design for pharmaceutical supply chain management is efficient? Explain with suitable examples. **[10]**

OR

b) Explain nature of the food industry. Describe management of perishable goods. **[10]**

Q5) a) Explain importance of Supply Chain in consumer durable goods industry. **[10]**

OR

b) i) Write shrot note on Inventory management policy. **[5]**

ii) Write short note on Retail Technology. **[5]**

