

Total No. of Questions : 5]

SEAT No. :

P4416

[Total No. of Pages :3

[4989]-101
P.G.D.M.L.M. (Semester - I)
MANAGEMENT FUNDAMENTALS
(2013 Pattern)

Time : 3 Hours]

[Maximum 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) *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 scope of Management. **[10]**

OR

b) Explain various approaches to Management. **[10]**

Q2) a) "Planning is road map of every management activity". Comment. **[6]**

OR

b) Explain various functions of management. **[4]**

Q3) a) Explain Decision Making Process in detail. **[10]**

P.T.O.

OR

- b) Explain Administrative Model of Decision. [10]

- Q4)** a) Explain the impact of Globalisation on organizational environment. [10]

OR

- b) Explain the concept of Corporate Social Responsibility. [10]

- Q5)** a) The East India Company survived for more than 250 years. To the best of knowledge very few companies have managed to serve for more than 100 years. I believe the companies governance and control system made it survive for such a long time. The East India Company (EIC) had a range of regulations which defined and governed the duties of the company's executives as well as administrative functionaries. These regulations formed in both the court minutes and in 'Laws or Standing Orders' Provided full details of the exact duties to be carried out by the governor, his deputy, the treasure, secretary, the auditors and accounts. They laid down the modus operandi of the court of committees and the general court and specified responsibilities of the clerks in-charge of the shipyards. naval store, the iron works, slaughter house and the warehouses in London. The EIC also laid down regulations regarding the duties of its factors and terms of employment. [10]

Question:

- i) What is the secret behind EIC's survival for more than 2 centuries?
ii) Discuss the organization structure of EIC

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

P4417

[Total No. of Pages : 2

[4989]-102

PGDMLM

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

Time : 3 Hours]

[Maximum Marks : 50

Instructions to the candidates:

All questions are compulsory & Carry equal marks of 10 each.

Q1) Discuss the evolution of supply chain network

OR

What is integrated supply chain planning how it affects the supply chain process?

Q2) Linear regression analysis is based on identifying independent variables and gathering historical data for these variables. Name and Justify at least three independent variables each to forecast these dependent variables.

- a) demand for rail freight services
- b) students entering engineering colleges
- c) road side snack stall

OR

As an operating supply chain manager? how would you go about selecting a suitable forecasting method and logic? What various business factors and consideration would you take into account in your decision making process.

Q3) Evaluate strength and weaknesses of different modes of transportation. Draw a network diagram clearly making the various entities of any organization.

OR

Why inventory is considered as important driver of supply chain? Is it a liability or asset?

P.T.O.

Q4) What are the factors that affects location decision.

OR

Explain how to manage supply and demand to improve synchronization in the supply chain in predictive variability.

Q5) Discuss the different factors influencing network design decisions.

OR

What is a bullwhip effect and how does it relate to lack of co-ordination in the supply chain?



Total No. of Questions : 5]

SEAT No. :

P4418

[Total No. of Pages : 1

[4989]-103
PGDMLM (Semester- I)
103 : Logistics Management
(2013 Pattern)

Time : 3 Hours]

[Maximum Marks : 50

Instructions to the candidates:

- 1) Answer five questions.*
- 2) All questions carry equal marks 10 .*

Q1) What is the difference between logistics management and sem? Explain the significance of Logistics

OR

Write short notes on (any two):

- a) Evolution of GPL.
- b) Integrated Logistics.
- c) Logistical operations.

Q2) What is the concept of warehousing? Explain the types and functions of warehouse.

OR

Explain the models for facility location and capacity allocation.

Q3) Describe materials handling equipment and safety issues of it.

OR

Explain the role of packaging and package design.

Q4) Discuss the intermodal transport and transportation services.

OR

Explain the transportation Economics and Pricing.

Q5) Explain customer relationship management and supplier Relationship management.

OR

Explain the Logistics Information System.



Total No. of Questions : 5]

SEAT No. :

P4419

[Total No. of Page : 1

[4989]-104
P.G.D.M.L.M
104 : PURCHASING & SUPPLIER RELATIONSHIP
MANAGEMENT
(2013 Pattern)

Time : 3 Hours]

[Maximum Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the role of purchasing in today's globalisation & competitive world.

OR

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

Q2) a) What are the objectives of purchasing? Briefly explain the purchase process.

OR

b) How do the various policies of purchase guides & direct effectively to organization?

Q3) a) Explain the role of purchase manager in Outsourcing or Insourcing.

OR

b) What are the various criteria used for supplier evaluation?

Q4) a) Explain the various responsibilities for development & maintaining the supplier relationship.

OR

b) Prepare a plan/structure for supplier relationship management.

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

OR

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



Total No. of Questions : 5]

SEAT No. :

P5057

[Total No. of Pages : 2

[4989]-201

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

201 : STRATEGIC SUPPLY CHAIN MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:-

- 1) *Answer five questions.*
- 2) *All questions carry equal marks - 10.*

Q1) What is the concept of supply chain network? Designing the supply chain network.

OR

Explain the factors affecting the network design decisions.

Q2) Discuss about the Benchmarking the supply chain performance.

OR

Illustrate the supplier and distributor benchmarking in supply chain.

Q3) Explain 'coordination' and 'IT' in supply chain.

OR

Discuss the obstacles to coordination and managerial levers.

Q4) Explain supply chain performance measurement.

OR

Define performance measurement. Discuss performance measurement in supply chain management.

P.T.O.

Q5) Elaborate the supply chain challenges for the future.

OR

Write short notes on (any two) :

- a) Time based strategies
- b) Asset productivity strategies
- c) Technology based strategies
- d) Relationship based strategies



Total No. of Questions : 5]

SEAT No. :

P4420

[Total No. of Pages :2

[4989]-202

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

202 : GLOBAL LOGISTICS

(2013 Pattern)

Time : 3 Hours]

[Maximum 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/subquestion.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) Discuss approaches to inventory management in Global Logistics Management. **[10]**

OR

b) State importance of Network Design for global Logistics Management. Discuss the factors influencing Network Design Decisions. **[10]**

Q2) a) Analyze trends in India's imports during the post reforms phase. What according to you is the impact of liberalization and globalization on India's Imports **[10]**

OR

b) i) Write short note on Documentation in Global Logistics **[5]**

ii) Write short note on Bill of Entry **[5]**

Q3) a) Explain in short the pros and cons of international purchasing practices. **[10]**

OR

b) Explain the role, responsibility and key task of logistics manger in MNC **[10]**

P.T.O.

Q4) a) What are the different steps to build strategic partnership and trust in global logistics management. **[10]**

OR

b) i) Write short note on Off shoring **[5]**

ii) Write short note on Tools of performance measures in global logistics **[5]**

Q5) a) Explain the role of International logistics and supply chain management in global economy. **[10]**

OR

b) Explain strategic importance of transport in global logistics. State salient features of air transportation. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4421

[Total No. of Pages :2

[4989]-203

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

203 : INVENTORY MANAGEMENT

(2013 Pattern)

Time : 3 Hours]

[Maximum 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/subquestion.*
- 5) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) What are the major inputs to a MRP system? Explain computerized MRP system. **[10]**

OR

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

Q2) a) i) Write short note on Inventory turnover & productivity. **[5]**

ii) Write short note on spare part inventory. **[5]**

OR

b) “ABC analysis and EOQ are complementary to each other” Comment. **[10]**

Q3) a) Describe the methods of purchasing & application with the help of suitable examples **[10]**

OR

b) Write a detail note on ‘Vendor Relation and vendor rating’ **[10]**

P.T.O.

Q4) a) Explain the concept of value analysis with suitable examples. [10]

OR

b) Explain functions and responsibilities of material manager from forecasting to disposal of scrap. [10]

Q5) a) What are different types of material handling? What is the basis in selection of material handling facility? [10]

OR

b) i) Write short note on Zero inventory concept. [5]

ii) Write short note on supply chain system [5]



Total No. of Questions : 5]

SEAT No. :

P4422

[Total No. of Pages :2

[4989]-204

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

**204 : SUPPLY CHAIN PRACTICES IN DIFFERENT
INDUSTRIES
(2013 Pattern)**

Time : 3 Hours]

[Maximum 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 Management? Explain nature of the automobile industry. **[10]**

OR

b) Explain in detail about Warehouse Management. **[10]**

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

OR

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

ii) Development of cold storage and warehouse. **[5]**

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

OR

b) How outsourcing in supply chain management is efficient? State need of supply chain in Pharmaceutical industry. **[10]**

P.T.O.

Q4) a) Explain nature of the food industry. Describe management of perishable goods. **[10]**

OR

b) Describe types of retail supply chains. Explain Bar Coding system in detail. **[10]**

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

OR

b) i) Describe Durable goods industry. **[5]**

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

