

Total No. of Questions : 5]

SEAT No. :

**P3107**

**[4889] - 101**

[Total No. of Pages : 2

**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) 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 importance of Management. [10]**

OR

**B) Explain Behavioural school of Management. [10]**

**Q2) A) Define Planning. Elaborate different steps of process of Planning. [10]**

OR

**B) What do you mean by Human Resource Planning? What are the steps involved in Human Resource Planning? [10]**

**Q3) A) Define Decision making. Explain its importance and process. [10]**

OR

**B) Explain Administrative Model of Decision Making. [10]**

**Q4) A) Discuss, how competition is changing the way business operates in 21<sup>st</sup> Century. [10]**

OR

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

Q5) A) Godha Engineering works specialises in the installation of heating and air-conditioning equipment in a metropolitan area. Although the company usually installs nationally known equipment, it engages in limited manufacturing of certain components needed for commercial installations. Since it was established some forty years ago. the company has earned a reputation for quality work. [10]

Prabhu Lal has been with the company as sales representative for two years. During this period he believes that the company has missed number of opportunities to obtain lucrative contracts because of the conditions under which he is forced to operate. Particularly in the case of commercial installations, he does not have any authority to take any decision during the preliminary contract negotiations. He has to postpone discussion of price , completion times and credit terms after each of the technical experts in these areas has studied the job and made formal commitments. By the time, some competing firm already completes negotiation and gets the contract. Now he feels hampered.

Questions:

- i) In what respects do you think Prabhu Lal is justified or not justified in his complaints?
- ii) What can be done on a company-wide basis to improve the situation?

OR

B) Bharat Products Ltd. is a big factory with a turnover of Rs. 10 crores and with 400 workers. You have been in the office of its factory manager, Mr. Kaushik, for nearly 40 minutes. During this short period you have found that your conversation with him been interrupted several times. First, it was office manager who rang him to get his approval for sample of office stationery. Mr. Kaushik sends for the sample. Then comes the ring from a supplier who informs Mr. Kaushik that a particular part of machinery, which is otherwise not available in the market, can be had from him. Mr. Kaushik rings the storekeeper to purchase this part immediately from the supplier and to cancel the order if any, which the purchase manager might have placed. Then there is a ring from a customer requesting kaushik to allow a higher percentage of discount than that promised by company's sales Manager. Finally, a foreman enters and complains that a certain part of one machine is broken and it not being available in the stock, the production may suffer. Mr. kaushik asks the foreman to tell the purchase manager to order the part immediately.

Question:

[10]

Is Mr. Kaushik performing a job of a manager?

What are your suggestions to improve his managerial style?



Total No. of Questions : 5]

SEAT No. :

**P3108**

[Total No. of Pages : 2

**[4889] - 102**

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

**102 : Essentials of Supply Chain Management**

**(2013 Pattern)**

*Time :3 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question carry equal marks (10 each).*

**Q1)** Why should a firm like Dell take into account total supply chain profitability when making decisions?

OR

In what ways do supply chain flows affect the success or failure of a firm like Amazon? List two supply chain decisions that have significant impact on supply chain profitability.

**Q2)** Give arguments to support the statement that Wal - Mart has achieved very good strategic fit between its competitive and supply chain strategies.

OR

Motorola has gone from manufacturing all its cellphones in -- house to almost completely outsourcing the manufacturing. What are the pros and cons of the two approaches?

**Q3)** What are some industries in which products have proliferated and life cycles have shortened? How have the supply chains in these industries adapted?

OR

What types of distribution networks are typically best suited for commodity items?

**Q4)** What type of networks are best suited to highly differentiated products?

OR

In the future, do you see the value added by distributors decreasing, increasing, or staying about the same?

**Q5)** Consider a firm such as Dell, with very few production facilities worldwide. List the pros and cons of this approach and why it may not be suitable for the computer industry.

OR

Consider a firm such as Ford, with more than 150 facilities and why it may or may not be suitable for the automobile industry.



Total No. of Questions : 5]

SEAT No. :

**P3109**

[Total No. of Pages : 2

**[4889] - 103**

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

**103 : LOGISTICS MANAGEMENT**

**(2013 Pattern)**

*Time : 2½ 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 Logistics Management? Explain its objectives and significance.

OR

What are the components of Logistics? Explain Logical value of Logistics.

**Q2)** Define the concept of supply chain management. Explain the role of distribution in supply chain.

OR

Explain the distribution network design and factors influencing on it.

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

OR

Explain the role of packaging and packaging for material handling efficiency.

**Q4)** Explain the role of transportation and traffic strategy for Logistics Management.

OR

Describe the transport documentation and transport management system.

**P.T.O.**

**Q5)** Define the IT concept and the role of IT in Logistics Management.

OR

Write short notes on (any two) :

- a) Supply chain IT framework
- b) Customer Relationship Management
- c) Logistics Information Systems.



Total No. of Questions : 5]

SEAT No. :

P3110

[Total No. of Pages : 2

[4889] - 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 marks.*
- 2) *Figures to right indicate full marks.*
- 3) *Each question internally having OR question within choice.*

**Q1)** Discuss the role of purchasing in Operation firm.

OR

Describe e - sourcing tools and there use in procurement and supply.

**Q2)** How you purchase any commodity by efficient manner? Explain with suitable example.

OR

Explain two circumstances in which a competitive tendering exercise might be the best approach to making a purchase.

**Q3)** Manufacturer of electrically powered tools for the engineering industry consist of four separate business unit, each of which undertakes its own purchasing activities, discuss two benefits of centralising all purchasing activities with those of retaining the present decentralised structures

OR

State & explain merits and demerits of outsourcing.

**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.

**P.T.O.**

**Q5)** "Supplier play a very important role in maining TQM. briefly explain.

OR

Define TQM. Enlist the key principles of TQM. Also explain how quality management is important in purchasing decision.





Total No. of Questions : 5]

SEAT No. :

P3111

[Total No. of Pages : 1

[4889] - 201

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

201 : STRATEGIC SUPPLY CHAIN MANAGEMENT

(2013 Pattern)

*Time : 2½ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1)** Explain network design in supply chain and role of network.

OR

Explain the factors affecting the network diagram decision with examples.

**Q2)** What is bench marking? Explain its process.

OR

How mapping is carried out in supply chain management.

**Q3)** Explain Bullwhip effect and Lack of supply chain management coordination.

OR

How managers build trust and partnership in supply chain management.

**Q4)** Write a note on supply chain Performance measurement.

OR

What are the dimensions of performance measures.

**Q5)** Write a note on Technology based strategies and relationship based strategies.

OR

Write a short note on strategic planning for logistics and supply chain management.



Total No. of Questions : 5]

SEAT No. :

P3112

[Total No. of Pages : 2

[4889] - 202

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

202 : GLOBAL LOGISTICS

(2013 Pattern)

*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 with suitable examples. [10]

OR

b) Discuss approaches to inventory management in Global Logistics Management.

**Q2)** a) Explain in detail role of Financial Institutions in International Trade. [10]

OR

- b) i) Write short note on Documentation in Global Logistics.
- ii) Write short note on Bill of Entry.

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

OR

b) Explain role of clearing and forwarding agents, Freight Brokers and Shipping Companies.

**Q4)** a) Briefly explain in procedure for international buying of capital goods. [10]

OR

- b) i) Write short note on Contract of Affreightment.
- ii) Write short note on Global Sourcing.

**P.T.O.**

**Q5) a)** Explain the various modes of payment used in international Buying. **[10]**

OR

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



Total No. of Questions : 5]

SEAT No. :

P3113

[Total No. of Pages : 2

[4889] - 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)** What is inventory management? Explain the types of inventories in manufacturing organization with suitable examples. **[10]**

OR

Define inventory. Explain advantages and disadvantages of holding inventories.

**Q2)** Discuss the concept of ABC classification useful for managing a manager time. **[10]**

OR

Write short notes on

- a) VED classification
- b) HML classification

**Q3)** What is inventory? Explain the inventory control and supply chain management. **[10]**

OR

Explain assumption of EOQ model. Discuss single and multiple price breaks.

**Q4)** What are the different types of data required for MRP? Explain. **[10]**

OR

Write short notes on

- a) Master Production Schedules.
- b) Enterprise Resource Planning.

**P.T.O.**

**Q5) What is stores management? Explain the importance and layout of stores.[10]**

OR

Explain types of stores. Discuss inter - relationship with other departments.



Total No. of Questions : 5]

SEAT No. :

P3114

[Total No. of Pages : 2

[4889] - 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)** What is inventory management policy? Explain the warehouse management.[10]

OR

Define supply chain management. Explain supplier relationship management.

**Q2)** Discuss the supply chain practices in retail technology. [10]

OR

Write short notes on

- a) Customer Relationship Management
- b) Bar coding system

**Q3)** Explain the nature of food industry. Discuss development of cold storage.[10]

OR

Explain in detail supply chain management in food industry.

**Q4)** What are the different types of durable goods? Explain in detail of consumer durable goods industry. [10]

OR

Write short notes on

- a) Nature of consumer durable goods.
- b) Importance of consumer durable goods industry.

**P.T.O**

**Q5)** Explain supply chain practices in Pharmaceutical Industry.

**[10]**

OR

Write detail on managing unsold expired pharma products.

