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SEAT No. :

P3395

[Total No. of Pages : 2

[5089] - 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 contingency approach of management. [10]

OR

b) What do you mean by Management? Explain Need & Importance of Management. [10]

Q2) a) Define Planning. Explain steps in Planning. [10]

OR

b) What is Controlling? Explain the types and techniques of controlling. [10]

Q3) a) What are the steps involved in "Decision Making". [10]

OR

b) Explain the characteristics of effective decisions. [10]

Q4) a) Explain how globalization has affected the way the organizations work today? [10]

OR

b) What is the trends and challenges of management in the global scenario? [10]

P.T.O.

Q5) a) A company X limited is setting up a new plant in India for manufacturing auto components. India is a highly competitive and cost effective production base in this sector. Many reputed car manufacturers source their auto components from here.

X limited is planning to capture about 40% of the market share in India and also export to the tune of at least \$5 million in about 2 years of its planned operations. To achieve these targets it requires a highly trained and motivated work force. You have been retained by the company to advise it in this matter. While giving answers keep in mind the sector the company is operating. **[10]**

Questions :

1. Outline the process of staffing the company should follow.
2. Which sources of recruitment the company should rely upon. Give reasons for your recommendation.

OR

b) Y limited is a bank functioning in India. It is planning to diversify into insurance business. Lately, the government of India has allowed the private sector to gain entry in the insurance business. Previously, it was the prerogative of LIC and GIC to do insurance business. But now with liberalisation of the economy and to make the field competitive other companies have been given licenses to start insurance business under the regulation of ‘Insurance Regulatory and Development Authority’.

Y limited plans to recruit high quality employees and agents and exercise effective direction to capture a substantial part of life and non-life insurance business. **[10]**

Questions

1. Identify how the company can supervise its employees and agents effectively. What benefits will the company derive from effective supervision?
2. Give a model of formal communication system that the company can follow. Identify the barriers in this model. How can they be removed?



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[5089] - 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 each.*

Q1) Discuss the role of facility decision in supply chain management.

OR

Write short note on design of distribution channel and locational determinant.

Q2) What is supply management? What does it involve? Can an organization really influence supply quantities and through what means?

OR

Discuss the relationship between demand management and customer satisfaction.

Q3) What do you mean by deterministic demand? How would you calculate order upto level for periodic review policy and how it is different from EOQ policy?

OR

Describe bull whip effect. What are the reasons for the occurrence of same?

P.T.O.

Q4) What are the new challenges faced by supply chain managers in the changing business landscape?

OR

What are different methods for evaluating location alternatives.

Q5) How is building of strategic partnership and trust valuable within a supply chain?

OR

Explain the different quantitative and qualitative performance measurement measures that can be used to evaluate a supply chain.



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[5089] - 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) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*

Q1) How is value created by Logistics function? Explain the evolution of 4 PL logistics.

OR

What do you mean by Integrated Logistics? How are today's organisations reaping the benefits of it? Explain with example.

Q2) Discuss in brief the factors to be considered while deciding on the number of warehouses to be set up for a biscuit manufacturing company.

OR

Discuss the factors that influence the distribution network design. Explain how warehouse function can reduce cost of business.

Q3) Why is packaging important? Critically assess the role of packaging with respect to Logistics.

OR

What are the safety issues in material handling? Detail out the principles of material handling.

P.T.O.

Q4) Discuss in detail the Transportation Management System.

OR

Explain the Transportation Economics and Pricing.

Q5) Logistics in current scenario is not possible without IT (Information Technology), Comment.

OR

Detail out the working of customer relationship management and Supplier Relationship Management Software.



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[5089]-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 & carry 10 marks each.*
- 2) Each question internally having OR question within choice.*

Q1) Define purchasing and explain purchasing process with suitable example.

OR

What functions are commonly assigned to the purchase department of the company? Explain with example of Automobile company.

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

OR

How the various policies of purchase guide & directs effectively to organization?

Q3) Few organization have different business unit, each of which undertakes its own purchasing activities. Discuss benefits of centralizing all purchasing activities.

OR

State & Explain merits and demerits of outsourcing for a globalised manufacturing organization.

P.T.O.

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

OR

Prepare a plan/ structure for supplier relationship management.

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

OR

State & explain role of supplier in managing the total Quality management.



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[5089] - 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 five questions.*
- 2) All questions carry equal marks 10.*

Q1) What is the supply chain network? Explain the role of distribution network.

OR

Explain e-business and its impact in supply chain.

Q2) Explain the supplier and distributor benchmarking in supply chain.

OR

Discuss logistics performance indicators and critical success factors.

Q3) Explain collaborative planning and forecasting in supply chain.

OR

Discuss 'Coordination' and 'IT' in supply chain.

P.T.O.

Q4) Define 'Performance Measure'. Explain dimensions of performance measure in supply chain.

OR

What is the 'Performance Categories'? Explain Logistics Quantification pyramid.

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

- a) 'Supply chain challenges'.
- b) 'Strategic Planning for Logistics'.
- c) 'Time based strategies'.
- d) 'Technology based' strategies.

OR

Explain 'Asset Productivity Strategies' and 'Relationship based Strategies'.



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[5089] - 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) What is Global Logistics? Explain Global Supply Chain Management with suitable examples. **[10]**

OR

b) Discuss Global Purchasing and Supplier relations in detail. **[10]**

Q2) a) Explain in detail International Logistics with example. **[10]**

OR

b) i) Write short note on Managing the International Logistics. **[5]**

ii) Write short note on Logistics in Global Economy. **[5]**

Q3) a) Discuss International Sourcing with suitable examples. **[10]**

OR

b) Explain Guidelines for sourcing. Discuss Supply Chain Security. **[10]**

P.T.O.

Q4) a) Briefly explain in Outsourcing and Service Providers. **[10]**

OR

b) i) Write short note on 3PL Service Provider. **[5]**

ii) Write short note on Role in Global Logistics. **[5]**

Q5) a) Explain the Planning for Global Logistics in detail. **[10]**

OR

b) Explain the Performance measurement and evaluation in Global Logistics. **[10]**



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P3400

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[5089] - 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) Define inventory. Explain list and discuss various cost associated with inventory. **[10]**

OR

b) Explain the importance of inventory management. Discuss depended demand. **[10]**

Q2) a) i) Write short note on SOS classification. **[5]**

ii) Write short note on ABC classification. **[5]**

OR

b) Discuss FSN, High medium low & fast slow non moving applications with suitable examples. **[10]**

Q3) a) Explain Fixed Order Quantity Model and Fixed Order Interval Model with suitable examples. **[10]**

OR

b) Explain fixed time period model. Discuss inventory control system. **[10]**

P.T.O.

Q4) a) Explain material flow in MRP. Discuss evolution of MRP. [10]

OR

b) Explain material required planning. Discuss bill of material with suitable example. [10]

Q5) a) Explain Centralized and Decentralized store discuss in details with suitable example. [10]

OR

b) i) Write short note on functions of store management. [5]

ii) Write short note on stores procedure and documentation. [5]



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P3401

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[5089] - 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 management? Explain supply chain practices in automobile industry. **[10]**

OR

b) Explain warehouse management in detail give suitable example. **[10]**

Q2) a) i) Write short note on Reverse Logistics. **[5]**

ii) Write short note on RFID. **[5]**

OR

b) Explain types of retail chains. Discuss nature of retail industry. **[10]**

Q3) a) Explain development of cold storage and warehouses with suitable examples. **[10]**

OR

b) Explain nature of the food industry. Discuss food industry types with example. **[10]**

P.T.O.

Q4) a) Challenges and opportunities for supply chain practices in consumer durable goods industry. “Comment”. **[10]**

OR

b) i) Write short note on importance of consumer durable goods industry. **[5]**

ii) Write short note on scope of durable goods industry. **[5]**

Q5) a) Explain significance of supply chain in Pharmaceutical Industry. Discuss in details with suitable example. **[10]**

OR

b) Write detail about stock replenishment of supply chain in Pharmaceutical Industry. **[10]**

