

--	--	--	--	--	--	--	--	--	--

**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET UNIVERSITY)**



M.B.A. (Third Semester) Regular Examinations, November – 2025
23MBASM23011 –Supply Chain and Logistics Management
(MBA-Marketing)

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 5 = 10 Marks)**Q.1. Answer *ALL* questions

	CO #	Blooms Level
a. Define reverse logistics.	CO1	K1
b. What is the role of routing in distribution operations?	CO2	K1
c. What is meant by global sourcing?	CO3	K1
d. Define green logistics.	CO4	K1
e. What is a global supply chain?	CO5	K1

PART – B**(10 x 5 = 50 Marks)**Answer *all the* questions

	Marks	CO #	Blooms Level
2. a. Illustrate the impact of supply chain decisions on profit and loss accounts and balance sheets with suitable examples.	5	CO1	K3
b. Differentiate between centralized and decentralized supply chains. Evaluate their respective advantages, limitations, and suitability for various industries.	5	CO1	K3
OR			
c. Examine how customer accounts profitability is affected by supply chain strategies and network design.	10	CO1	K3
3. a. Assess the role of load streaming and container selection in improving transportation efficiency and minimizing logistics costs.	6	CO2	K2
b. Examine the key factors involved in facility location and network design for effective warehousing operations.	4	CO2	K2
OR			
c. Analyse the importance of routing methods and lead-time reduction in distribution management.	5	CO2	K2
d. Evaluate the concept of supply chain sustainability in distribution functions and discuss practical approaches for achieving it.	5	CO3	K3
4. a. Differentiate between individual component purchasing and unit purchasing. Provide examples where each is preferred..	5	CO3	K3
b. Illustrate the process of vendor development and its importance in establishing long-term supplier relationships.	5	CO3	K3
OR			
c. Explain vendor relationship management and discuss how it contributes to supply chain stability and quality improvement.	6	CO4	K3
d. Assess the role of vendor performance monitoring in ensuring consistent quality, reliability, and cost-efficiency in procurement operations.	4	CO4	K3

5. a.	Describe the process and benefits of cross-docking as a tool for aligning logistics with customer needs.	6	CO4	K3
b.	Examine the role of packaging innovations in enhancing logistics efficiency and reducing operational costs.	4	CO4	K3
OR				
c.	Discuss how third-party logistics (3PL) providers help organizations meet customer expectations in dynamic markets.	5	CO5	K3
d.	Explore various logistics service concepts and their applications in improving supply chain responsiveness.	5	CO5	K3
6. a.	Describe the role of global strategic alliances in strengthening supply chain capabilities and market reach.	5	CO5	K3
b.	Examine the major issues encountered in global supply chain management, including risk, compliance, and coordination.	5	CO5	K3
OR				
c.	Discuss approaches for managing globally integrated products and ensuring consistency across international markets.	10	CO5	K3

End of Paper