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III Semester M.Com. Degree Examination, May - 2023

COMMERCE

Accounting and Taxation

Trade Logistics and Supply Chain Management

(CBCS Scheme)

Paper : 3.2

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any Seven questions out of Ten. Each question carries Two marks.

(7×2=14)

1. a) Define Supply Chain Management.
- b) What do you mean by Outsourcing?
- c) What is value chain?
- d) Define the term 'procurement'.
- e) What is Logistical Information System?
- f) What is positioning in Logistics?
- g) What is strategic warehousing?
- h) What is fourth party logistics?
- i) What is inbound logistics?
- j) Mention problems in Relationship management.

SECTION - B

Answer any Four questions out of Six. Each question carries Five marks.

(4×5=20)

2. Critically examine the functions of logistics management.
3. Discuss the emerging technologies in SCM.
4. Explain the components of physical distribution.
5. Explain global supply chain integration.
6. Elaborate in detail the Supplier Relationship Management.
7. Explain conflict resolution strategy.

[P.T.O.]



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SECTION - C

Answer any Two questions out of Four. Each question carries Twelve marks.

(2×12=24)

8. Give an overview of logistics management in Indian scenario.
9. What are the advantages and disadvantages of Third party logistics.
10. Explain the importance of Supply Chain Management.
11. Explain the various methods involved in physical distribution.

SECTION - D

(Compulsory)

Answer the following.

(1×12=12)

12. McDonald's is a fast food chain with restaurants all over the world. It serves burgers and other fast food. It remains consistent in terms of cost and quality of burgers. To meet such high standards, it was essential to have an excellent supply chain management system.

McDonald's was started as a drive-in restaurant by two brothers, Richard and Maurice McDonald in California, US in the year 1937. The business, which was generating \$200,000 per annum in the 1940s, got a further boost with the emergence of a revolutionary concept called 'self-service.' Prices were kept low. Speed, service and cleanliness became the critical success factors of the business. By mid-1950s, the restaurant's revenues had reached \$350,000. As a result, franchisees started showing interest. However, the franchising system failed because the McDonald brothers observed very transparent business practices. As a consequence, imitators copied their business practices and emerged as competitors.

In 1996, when McDonald's entered India, Mumbai-based Radhakrishna Foodland Private Limited (RFPL) was chosen as a distribution agent who would act as a hub for all its vendors. RFPL stored the products in controlled conditions in Mumbai and New Delhi and supplied them to McDonald's outlets on a daily basis. By transporting the semi finished products at a particular temperature, the cold chain ensured freshness and adequate moisture content of the food. The specially designed trucks maintained the temperature in the storage chamber throughout the journey. From its experience in other countries, McDonald's was aware that supply chain management was undoubtedly the most important factor for running its restaurants successfully. In India, as in other parts of the world, McDonald's had a very well-orchestrated supply chain, called the 'cold chain'. Around the world (including India), approx. 85% of McDonald's restaurants were owned and operated by independent franchisees. Yet, McDonald's was able to run by outsourcing nine different ingredients used in making a burger from over 35 suppliers spread all over India through a massive value chain. McDonald's sourced its ingredients from all parts of India. For example, the iceberg lettuce was specially developed for India using a new culture farming technique.



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Thus, US-based fast food giant, McDonald's success in India had been built on four pillars: limited menu, fresh food, fast service and affordable price. Intense competition and demands for a wider menu drive-through and sitdown meals - encouraged the fast food giant to customize product variety without hampering the efficacy of its supply chain.

Questions:

- a) What business strategies were used in McDonald's food supply chain?
 - b) What was the role of outsourcing in SCM?
 - c) How McDonald's continues to be a successful fast food giant?
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III Semester M.Com. Degree Examination, April/May - 2024

COMMERCE (A&T and F&B)

Trade Logistics and Supply Chain Management

(CBCS Scheme)

Paper : 3.2

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any Seven questions out of Ten. Each question carries 2 marks. (7×2=14)

1. a) Give the meaning of Trade Logistics.
- b) Define Value Chain.
- c) What is Warehouse Operation Management?
- d) State the principles of Material handling.
- e) What do you mean by ISCM?
- f) What is Supplier Relationship Management (SRM)?
- g) Classify the types of material handling equipment loads.
- h) Write the elements of supply chain management.
- i) State the features of JIT management.
- j) What do you mean by Reverse Logistics?

SECTION - B

Answer any Four questions out of Six. Each question carries 5 marks. (4×5=20)

2. Explain the 7 R's of Logistics Management.
3. Differentiate between Inbound and Outbound logistics.
4. Explain the functions of Supply chain management.
5. How to prevent Supply chain security concerns? Explain.
6. Explain the various types of warehousing.
7. Write a note on the focus of Customer Relationship Management.

[P.T.O.]

**SECTION - C**

Answer any Two questions out of Four. Each question carries 12 marks.

(2×12=24)

8. “Any successful company leader understands the critical nature of well-organized logistic.” In this context explain in detail the importance of logistics management.
9. “Value chain distinguishes between primary activities, which directly generate revenue, and support activities, which make the primary activities possible”. In this context explain the porters value chain model.
10. What is Warehousing? Explain the various functions of Warehousing.
11. Bring out the significance of packaging in perspective with the seller and the buyer.

SECTION -D

Answer the following question.

(1×12=12)

12. The mid-sized logistics firm ABC Logistics is considering about implementing cutting edge technology to enhance supply chain management. The organisation is especially interested in using Artificial Intelligence (AI) and Internet of Things (IoT) devices to improve operational efficiency.

Questions:-

- a) Discuss the transformation in logistic and supply chain management with the interference of emerging technologies.
 - b) State the consequences and impact on the logistic and supply chain management using AI.
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