

- (c) Complex Transportation Routes: The delivery routes were not optimized, resulting in higher fuel costs and longer transit times.

Consider the above situation and suggest suitable measures which you taken to overcome the issues.

MBMM 3004 R

M.B.A. DEGREE EXAMINATION, MAY 2026.

Third Semester

Marketing Management

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

(2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. State the importance of physical distribution.
2. Brief the types of channel intermediaries.
3. Write short note on benchmarking.
4. State the importance of EOQ in inventory management.
5. List out the objectives of E Procurement.

6. List out the factors which might influence channel structure.

7. Short note on Retail cooperatives.

8. What do you mean by Gap analysis?

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Discuss the base for segmentation in consumer market and industrial market.

10. How will you evaluate of channel members' performance?

11. Elaborately discuss the various building blocks of supply chain strategy.

12. Explain the various types of transportation network design.

13. Assessing the impact of E procurement in organization success.

14. Elucidate the various alternative capacity planning techniques.

15. Discuss the marketing issues involved in establishing distribution channels?

16. Elaborately discuss about principal Components of physical distribution process.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case study: Compulsory

XYZ Electronics, a mid-sized company specializing in consumer electronics, faced challenges in its physical distribution process. With increasing competition and rising customer expectations for faster delivery, the company recognized the need to optimize its distribution network.

Challenges

(a) Inefficient Warehousing: XYZ operated three warehouses located in different regions, leading to high storage costs and inconsistent inventory levels.

(b) Long Delivery Times: Customers reported delays in receiving products, which negatively impacted customer satisfaction and sales.