Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – April/May– 2017**

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| **Code :** | **14FP3008** | **Duration :** | **3hrs** |
| **Sub. Name :** | **LOGISTICS AND DISTRIBUTION MANAGEMENT IN FOOD INDUSTRY** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q. No. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. | a. | Explain the suitable supply chain process view concept, that clearly defines the processes involved and the owners of each process in a supply chain. Enumerate with simple diagrams and examples. | CO1 | 15 |
| b. | What is bullwhip effect in supply chain operation? What are the measures to prevent it? | CO1 | 5 |
| (OR) | | | | |
| 2. | a. | How is supply chain profitability defined? What do you mean by increasing “value” in a supply chain? | CO2 | 5 |
| b. | Explain sourcing process in supply chain, and how important selection of supplier is in terms of supply chain design and strategy. | CO2 | 15 |
| 3. |  | Evaluate a suitable supply chain strategy to create value for end customer through most efficient utilization of resources. Discuss the various elements of the strategy. | CO1 | 20 |
| (OR) | | | | |
| 4. | a. | Compare DMAIC and DMADV. Evaluate the appropriate method for creating products. | CO2 | 5 |
|  | b. | Dell computers and McDonald’s restaurant operate with similar inventory strategies. Justify. | CO1 | 5 |
|  | c. | Consider a supply chain with long lead times and unpredictable demand. Find the correct supply chain strategies to be followed and describe them. | CO1 | 10 |
| 5. |  | Categorize various customer segments, supply chain capabilities and pertaining uncertainties under competitive strategy and supply chain strategy. Elaborate how these segments are formulated as steps to achieve strategic fit. | CO1 | 20 |
| (OR) | | | | |
| 6. |  | Explain the various types of distribution networks in supply chains and point out their applications in consumer industry. | CO2 | 20 |
| 7. |  | Elucidate the financial problems in food sector and explain the role of microfinance model as the solution for the problem in developing countries. | CO3 | 20 |
| (OR) | | | | |
| 8. |  | Explain the importance of temperature controlled supply chain in food industry and describe the various aspects of a cold chain. | CO3 | 20 |
|  | | **Compulsory:** |  |  |
| 9. |  | Give examples and describe third-part and fourth-party logistics. Compare and evaluate the applications of 3PL and 4PL. | CO2 | 20 |

ALL THE BEST