



Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program SY MBA

School of Commerce and
Management

Department:- Management

Course Code:-MMC MM 610

Course Title :- Distribution
Management and Logistics

Semester – Even

Day and Date *Saturday*
25-05-2019

End Semester Examination

Time: 3 hrs, Max Marks: 100

2-30 to 5-30 pm

Instruction: All Questions are compulsory.

		Marks	COs	Blooms Level
Q.1	Answer the following			
	a) Discuss the importance of Distribution and Logistics	10	CO1	L ₂
	b) Analyze the concept of total logistics with example.	10	CO2	L ₃
	OR			
	b) Apply integrated system to a product of your choice.	10	CO2	L ₃
Q.2	Answer the following			
	a) Show how channel types change with business nature?	10	CO3	L ₄
	b) Analyze environmental pressure for change in logistics.	10	CO4	L ₄
	OR			
	b) Illustrate product life cycle and respective distribution strategies	10	CO4	L ₄
Q.3	Answer the following			
	a) Illustrate role of Warehouses in modern business.	10	CO5	L ₄
	OR			
	a) Categorize issues in Warehouses	10	CO5	L ₄

ESE

- Q.4 Answer the following
- a) Propose a mission and vision statement for a medical college 10 CO6 L₆
 - b) Design a strategy in Distribution and logistics for a company for Diwali season. 10 CO6 L₆
 - c) Assess process of formulating strategy for a Watch producing company. 10 CO6 L₅

OR

- c) Evaluate Inter relation between Vision and Strategy. 10 CO6 L₅

- Q.5 Answer the following
- a) A Television set selling company wants to reduce cost of distribution .Formulate various options for it. 10 CO5 L₆
 - b) Assess problems in packaging and distribution of Refrigerator from Manufacturer to customer in Indian market. 10 CO5 L₅

ESE