



# 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 <sub>2</sub>
	b) Analyze the concept of total logistics with example.	10	CO2	L <sub>3</sub>
	OR			
	b) Apply integrated system to a product of your choice.	10	CO2	L <sub>3</sub>
Q.2	Answer the following			
	a) Show how channel types change with business nature?	10	CO3	L <sub>4</sub>
	b) Analyze environmental pressure for change in logistics.	10	CO4	L <sub>4</sub>
	OR			
	b) Illustrate product life cycle and respective distribution strategies	10	CO4	L <sub>4</sub>
Q.3	Answer the following			
	a) Illustrate role of Warehouses in modern business.	10	CO5	L <sub>4</sub>
	OR			
	a) Categorize issues in Warehouses	10	CO5	L <sub>4</sub>

**ESE**

Q.4

Answer the following

- |    |  |    |     |                |
|----|--|----|-----|----------------|
| a) | Propose a mission and vision statement for a medical college                     | 10 | CO6 | L <sub>6</sub> |
| b) | Design a strategy in Distribution and logistics for a company for Diwali season. | 10 | CO6 | L <sub>6</sub> |
| c) | Assess process of formulating strategy for a Watch producing company.            | 10 | CO6 | L <sub>5</sub> |

OR

- |    |  |    |     |                |
|----|--|----|-----|----------------|
| c) | Evaluate Inter relation between <u>V</u> ision and <u>S</u> trategy. | 10 | CO6 | L <sub>5</sub> |
|----|--|----|-----|----------------|

Q.5

Answer the following

- |    |   |    |     |                |
|----|---|----|-----|----------------|
| a) | A Television set selling company wants to reduce cost of distribution .Formulate various options for it.      | 10 | CO5 | L <sub>6</sub> |
| b) | Assess problems in packaging and distribution of Refrigerator from Manufacturer to customer in Indian market. | 10 | CO5 | L <sub>5</sub> |

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