



PG – 254

2

III Semester M.Com. Degree Examination, May 2024
(CBCS Scheme) (2021 – 22 Onwards)

COMMERCE

Paper – 3.2 : Logistics and Supply Chain Management



Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. **(7×2=14)**
- What is Logistics ?
 - Mention the benefits of warehouse.
 - State when the process or services are outsourced.
 - Mention any two examples for fast growing logistics in India.
 - Give the meaning of ISCM.
 - What is value chain analysis ?
 - What are the issues associated with effective and efficient supply chain management ?
 - Define SRM with an example.
 - What is IPL ?
 - State the importance of material handling in SCM.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

- Write a note on the Strategic Warehousing.
- What are the resolution strategies to bring about group cohesiveness and harmonious relationship in the SCM ?
- Distinguish between the 3PLs and 4PLs with appropriate examples.
- Bring out the importance of packaging for material handling.

P.T.O.



6. Compare and contrast the SCM in the national and international scenarios.
7. “Customer is the king and his mind is a black box” with reference to this bring out the importance of customer relationship management to the company.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. **(2×12=24)**

8. Does the supply chain and logistics administration has any impact on the Social performance of the organization ? Explain.
9. Explain the relevance of international sourcing in the current scenario of the India being the open economy.
10. Elucidate on the Logistics Information System and its relevance in effectiveness and supply chain integration in the current business scenario.
11. Elaborate on the importance of the Global strategic positioning for the developing country like India.

SECTION – D

Answer the following (**Compulsory**) :

(1×12=12)

12. One way that McDonald’s attempts to be a responsible corporation is through promotion of sustainable farming methods. McDonald’s joined Unilever and Nestle in pledging to shift to entirely sustainably-sourced palm oil by 2015. Clear cutting for palm tree plantation systems is a source of greenhouse gases and the scales of the materials these companies use indirectly leads to a great deal of this negative outcome. By shifting to sustainable practices for palm oil, this negative climate effect can be mitigated to a certain extent .

Palm oil is not the only agricultural product that McDonald’s has sought to obtain using sustainable methods. In Europe, the company has launched an initiative called Flagship Farms to showcase sustainability practices used by farms supplying McDonald’s. Examples include soil, water and energy use to animal welfare and employee well-being. One poultry farmer, for instance, supplies 25 million eggs per year to McDonald’s from his 48,000 bird free-range flock. This program is meant to highlight successful sustainability practices in agriculture to show other farmers and suppliers what can be done.



A final example of McDonald's efforts at corporate responsibility can be found in its funding and support of the Ronald McDonald House. This entity provides housing and some limited indirect financial support for families whose children are undergoing treatment for life-threatening illnesses. The group is funded not only by McDonald's, but also by a number of the suppliers in its supply chain. While these are each good examples, McDonald's isn't entirely without fault. Recently, negative publicity surrounding its employee pay scales has begun to grow. Negativity surrounding its contributions to the growing American obesity epidemic has also continued to grow, despite efforts by the company to introduce and promote salad items and healthier low-fat options.

Whether the positive efforts by the company outweigh the negative aspects of the business model remains to be seen and will likely need to be addressed in the near future to avoid continued public backlash against the company.

- a) In the light of the above case critically evaluate the view of Milton Friedman's perception of the "sole responsibility of the business is to earn profits" and "Greed is good".
- b) Bring out the how CSR is distinguished from triple bottom line.
- c) MNCs implement CSR only to boost their social presence, brand image and inturn get indirect promotion for achieving the business objectives. Justify.