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Subject Code:- BMBALS0411

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (20.....- 20.....)

Subject: Warehousing, Inventory and Distribution Management

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. The warehouse location should primarily consider: (CO2,K3) 1
- (a) Bonded warehouse
 - (b) Pick and pack
 - (c) Proximity to suppliers and customers
 - (d) Interior design quality
- 1-b. Assess which is a picking strategy? (CO3,K3) 1
- (a) Batch picking
 - (b) Demand variability and volume
 - (c) Improve accuracy and speed
 - (d) Add more paperwork
- 1-c. Assess which is a core function of a distribution center? (CO1,K3) 1
- (a) Advertising
 - (b) Product testing
 - (c) Order fulfillment
 - (d) R&D
- 1-d. The process of direct distribution is more common in: (CO1,K4) 1
- (a) Low-value products
 - (b) Perishable goods
 - (c) Commodities

- (d) Industrial raw materials
- 1-e. Warehousing is important for: (CO2,K2) 1
- (a) Low-value products
 - (b) Perishable goods
 - (c) Reducing lead time
 - (d) Avoiding taxes
- 1-f. Assess which of the following is a manual picking strategy? (CO3,K3) 1
- (a) Low-value products
 - (b) Perishable goods
 - (c) Zone picking
 - (d) Automated retrieval
- 1-g. Warehousing costs include all except: (CO4,K2) 1
- (a) Health reports
 - (b) GRNs and invoices
 - (c) Advertising
 - (d) Equipment
- 1-h. Traditional costing assigns costs based on: (CO4,K3) 1
- (a) Product lifecycle
 - (b) Volume
 - (c) Advertising
 - (d) Equipment
- 1-i. Analyse which term refers to reducing order lot sizes to meet customer needs (CO5, K3) 1
- (a) Spatial convenience
 - (b) Bulk breaking
 - (c) Inventory turnover
 - (d) Demand shaping
- 1-j. The amount of time elapsed from the moment an inventory replenishment order is placed and the moment the supplier delivers the goods is (CO5, K4) 1
- (a) takt time
 - (b) lead time
 - (c) cycle time
 - (d) order time
2. Attempt all parts:-
- 2.a. Explain different types of supply chain distribution formats. (CO1,K3) 2
- 2.b. Explain warehouse management system (WMS) (CO2,K2) 2
- 2.c. Differentiate between physical and cycle counting.(CO3,K3) 2
- 2.d. Discuss various costs involved in warehousing. (CO4,K3) 2

2.e.	Explain the importance of inventory management (CO5, K3)	2
SECTION-B		30
3. Answer any <u>five</u> of the following:-		
3-a.	Define the concept of multi-channel distribution and assess the factors which affect the choice of distribution channels. (CO1, K3)	6
3-b.	Discuss the role of wholesalers and retailers in distribution. (CO1, K3)	6
3-c.	Discuss the factors that influence the decision of warehouse location and how is the appropriate size for a warehouse determined. (CO2, K4)	6
3-d.	Describe specialized warehouse services? Give examples. (CO2, K3)	6
3.e.	Describe the process of receiving and put-away in a warehouse. (CO3, K3)	6
3.f.	Explain the challenges in measuring warehouse performance (CO4, K4)	6
3.g.	Assess the impact of better information on the reduction of inventory holding costs (CO5, K4)	6
SECTION-C		50
4. Answer any <u>one</u> of the following:-		
4-a.	Discuss the objectives of the distribution function and explain the differences between intensive, selective, and exclusive distribution. (CO1, K3)	10
4-b.	Assess how does distribution affect product availability and lead time and explain the major service outputs provided by distribution channels (CO1, K3)	10
5. Answer any <u>one</u> of the following:-		
5-a.	Explain the principles of effective warehouse layout and describe the major areas within a typical warehouse layout. (CO2, K3)	10
5-b.	Explain the term warehousing and its importance in the supply chain and discuss the classification of warehouses based on ownership. (CO2, K4)	10
6. Answer any <u>one</u> of the following:-		
6-a.	Explain the common picking strategies used in warehouses and also describe various order picking equipments. (CO3, K3)	10
6-b.	Describe the typical documents used in warehouse receiving and dispatch and also explain the process involved in return handling and dispatch. (CO3, K4)	10
7. Answer any <u>one</u> of the following:-		
7-a.	Describe a balanced scorecard and how is it applied in warehousing also assess how is external benchmarking different from internal benchmarking. (CO4, K4)	10
7-b.	Explain the concept of Return on Investment (ROI) in warehouse management and discuss how is ROI calculated for warehouse automation projects. (CO4, K4)	10
8. Answer any <u>one</u> of the following:-		
8-a.	A manufacturing company places a semi-annual order of 24,000 units at a price of \$20 per unit. Its carrying cost is 15% and the order cost is \$12 per order. Calculate the most economical order quantity, number of orders to be placed and total ordering cost. (CO5, K5)	10
8-b.	Describe various techniques used in managing inventory (CO5, K4)	10