

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MBA
BRANCH: MBA**

**SEMESTER : III
SESSION : MO/2025**

SUBJECT: MT534 DISTRIBUTION AND LOGISTICS MANAGEMENT

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Discuss logistic product and logistics strategy.	[5] 1	2
Q.1(b)	Logistics and Distribution are two different terms. Elucidate	[5] 1	3
Q.2(a)	What is logistic modeling? What are the techniques and application of logistic modeling?	[5] 2	2
Q.2(b)	Explain customer's service, their elements and techniques.	[5] 2	1
Q.3(a)	What is order processing? What are the steps of order processing?	[5] 3	2
Q.3(b)	Discuss the nature and relative characteristics of various mode of transport. What issues supply chain managers consider while selecting a mode of transport?	[5] 3	2
Q.4(a)	Discuss the role of multi-modal transportation in the globalised environment of business operation.	[5] 4	3
Q.4(b)	Discuss role and characteristics of forecasting in a supply chain.	[5] 4	2
Q.5(a)	Discuss various challenges in modern supply chain management faced by industries.	[5] 5	3
Q.5(b)	Explain how Mathematical modeling plays a critical role in modern supply chain management (SCM) by enabling optimization, forecasting, and informed decision-making across complex networks.	[5] 5	4

:::21/11/2025:::E