



K.S. SCHOOL OF ENGINEERING AND MANAGEMENT, BENGALURU-560109
DEPARTMENT OF MANAGEMENT STUDIES
SESSION: 2021-2022 (EVEN SEMESTER)
I SESSIONAL TEST QUESTION PAPER

SET A

USN									
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Degree : MBA
Batch : 2021-2023
Course Title : RESEARCH METHODOLOGY
Duration : 90 Minutes

Semester : II
Date : 19.07.2022
Course Code : 20MBA23
Max Marks : 50

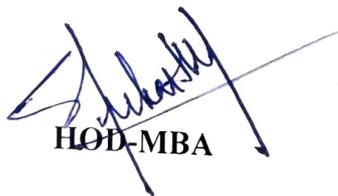
Note: Answer ONE full question from each part

Q. No.	Question	Marks	K Level	CO
PART-A				
(a)	Define the meaning of research	3	K1 Remembering	C01
(b)	Explain the steps behind developing a hypothesis	7	K2 Understanding	C01
(c)	List the research process in detail	10	K3 Applying	C01
OR				
2(a)	What do you understand by the term hypothesis? provide examples	3	K1 Remembering	C01
(b)	Explain the different tools used for analysis	7	K2 Understanding	C01
(c)	Illustrate Research Application in Business Decisions with suitable examples	10	K3 Applying	C01
PART B				
3(a)	Define the meaning of Business Research Design	3	K1 Remembering	C02
(b)	Explain how exploratory research design differs from descriptive research design.	7	K2 Understanding	C02
(c)	Explain the various methods of experimental research design	10	K3 Applying	C02
OR				
4(a)	List parts of research design	3	K1 Remembering	CO2
(b)	Explain Methods of Conducting Exploratory Research	7	K2 Understanding	CO2
(c)	Illustrate the difference between longitudinal and cross sectional studies	10	K3 Applying	CO2

PART C			
5	<p>CASE STUDY</p> <p>A company is engaged in the manufacture of ready to eat foods. The company accounted for about 10 % of the market shares in Idly/Dose mix, which is its main product. However, the company has been facing stiff competition from a competing brand in the last six months, resulting in gradual decline in the sales volume. The company is very much concerned with this and after a series of meetings, the board of director decided to hire an external agency to conduct a systematic study and analyze the situation.</p> <p>As a researcher of the external agency</p> <ol style="list-style-type: none"> 1. Write the problem statement. 2. Define the research objectives (2 objectives) 3. What type of research design must be undertaken? 4. What is the method of data collection ? 	10	<p>K3 Applying</p> <p>CO2</p>

5

V. Vidyasagar
Course In charge


HOD-MBA


IQAC-Coordinator


Principal



K.S. SCHOOL OF ENGINEERING AND MANAGEMENT, BENGALURU-560109
DEPARTMENT OF MANAGEMENT STUDIES
SESSION: 2021-22 (EVEN SEMESTER)
I SESSIONAL TEST SCHEME AND SOLUTIONS
SET-A



USN									
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Degree : MBA
 Batch : 2021-2023
 Course Title : RESEARCH METHODOLOGY
 Duration : 90 Minutes

Semester : II
 Date : 19.07.2022
 Course Code : 20MBA23
 Max Marks : 50

Question	Marks
PART A	
<p>1(a) Define the meaning of research Research refers to a search for knowledge. It is an art of scientific investigation. It is an organized and systematic way of finding answer to questions. Research: process of systematic and in-depth study or search for any topic, subject, backed by collection, compilation, presentation & interpretation of relevant or data.</p>	<p>Definition = 3 marks</p>
<p>(b) Explain the steps behind developing a hypothesis 1. Ask a question 2. Do some preliminary research. 3. Formulate your hypothesis 4. Refine your hypothesis 5. Phrase your hypothesis in three ways 6. Write a null hypothesis 7. Write your alternative hypothesis</p>	<p>7 points with explanation = 7 marks</p>
<p>(c) List the research process in detail <ul style="list-style-type: none"> • Selection of Research Problem • Literature Review or Extensive Literature Survey • Making Hypotheses • Preparing the Research Design • Sampling • Data collection • Data Analysis • Hypotheses Testing • Generalization and Interpretation • Preparation of Report </p>	<p>10 points with explanation = 10 marks</p>
OR	
<p>2(a) What do you understand by the term hypothesis? A hypothesis states your predictions about what your research will find. It is a tentative answer to your research question that has not yet been tested. For some research projects, you might have to write several hypotheses that address different aspects of your research question.</p>	<p>Definition = 3 marks</p>

(b)	<p>Explain the different tools used for analysis</p> <ul style="list-style-type: none"> • SPSS (IBM) • R (R Foundation for Statistical Computing) • MATLAB • Microsoft Excel • SAS (Statistical Analysis Software) • Minitab • Systat 	<p>Each tool with brief explanation = 1 mark</p> <p>= 7 marks</p>
(c)	<p>Illustrate Research Application in Business Decisions with suitable examples</p> <p>Based on the information obtained through the different business research methods, companies whether new or established can undertake some essential business decisions such as the following-</p> <ul style="list-style-type: none"> <input type="checkbox"/> Possibility of the business to survive and succeed in a new geographical region. <input type="checkbox"/> Assessment about competitors <input type="checkbox"/> Adopting a suitable market approach for a product <input type="checkbox"/> Research relating to Markets. <ul style="list-style-type: none"> ○ To find out market potential for existing products ○ Sales research – forecasting ○ Finding and analyzing market trends <input type="checkbox"/> Research relating to products. <ul style="list-style-type: none"> ○ Comparative study of competitors products ○ Identify multiple uses for existing products. ○ Test marketing of product ○ Product line research ○ Packaging of products <input type="checkbox"/> Research related to promotion <ul style="list-style-type: none"> ○ Measure effectiveness of advertisements ○ Analyze effectiveness of salesmen. ○ Media selection studies ○ Study patterns of competitors pricing <input type="checkbox"/> Research related to distribution <ul style="list-style-type: none"> ○ Design and locate outlets. ○ Handling operations ○ Transportation ○ Storage <p>Research on pricing (Cost analysis, Margin analysis, Price analysis, Demand analysis)</p>	<p>5 points with detailed explanation = 10 marks</p>
PART B		
3(a)	<p>Define the meaning of Business Research Design</p> <p>A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The formidable problem that follows the task of defining the research problem is the preparation of the design of the research project, popularly known as the “research design”.</p>	<p>Definition = 3 marks</p>

Explain how exploratory research design differs from descriptive research design

Research Design	Exploratory Design	Descriptive Design
Overall Design	Flexible design (design must provide opportunity for considering different aspects of the problem)	Rigid design (design must make enough provision for protection against bias and must maximize reliability)
Sampling design	Non-probability sampling design (purposive or judgment sampling)	Probability sampling design (Random sampling).
Statistical design	No pre-planned design for analysis.	Pre-planned design for analysis
Operational design	No fixed decisions about the operational procedures	Advanced decisions about operational procedures.
Observational Design	Unstructured instruments for collection of data	Structured or well thought. instruments for collection of data out.

Proper differentiation with explanation = 7 marks

(b)

Explain the various methods of experimental research design

- Pre-Experimental Research Design
- True Experimental Research Design
- Quasi-Experimental Research Design.
- Formal Experimental Research Design
- Informal Experimental Research Design
- Statistical Experimental Design

5 types with explanation = 2*5= 10 marks

(c)

OR

List parts of research design

sampling design: it deals with the methods of selecting items to be observed for the study.

Observational design: it relates to the condition under which observation are to be created.

Statistical design: which concerns the question of how the information and data are to be analyzed.

Operational design: which deals with the techniques by which the procedures are satisfied in sampling.

List of 3 parts

= 3 marks

4(a)

Explain Methods of Conducting Exploratory Research

1. The survey of concerning literature.
2. The experience survey.
3. The analysis of insight- stimulating.
4. case analysis and focus groups

All methods with explanation

= 7 marks

(b)

Illustrate the difference between longitudinal and cross sectional Studies

5 points with proper explanation

(c)

Cross-sectional study	Longitudinal study
Cross-sectional studies are quick to conduct as compared to longitudinal studies.	Longitudinal studies may vary from a few years to even decades.
A cross-sectional study is conducted at a given point in time.	A longitudinal study requires a researcher to revisit participants of the study at proper intervals.
Cross-sectional study is conducted with different samples.	Longitudinal study is conducted with the same sample over the years.
Cross-sectional studies cannot pin down cause-and-effect relationship.	Longitudinal study can justify cause-and-effect relationship.
Multiple variables can be studied at a single point in time	Only one variable is considered to conduct the study
Cross-sectional study is comparatively cheaper since the study goes on for years	Longitudinal study tends to get expensive.

= 10 marks

CASE STUDY

CASE STUDY

A company is engaged in the manufacture of ready to eat foods. The company accounted for about 10 % of the market shares in Idly/Dose mix, which is its main product. However, the company has been facing stiff competition from a competing brand in the last six months, resulting in gradual decline in the sales volume. The company is very much concerned with this and after a series of meetings, the board of director decided to hire an external agency to conduct a systematic study and analyze the situation.

As a researcher of the external agency

1. **Write** the problem statement.
2. **Define** the research objectives (2 objectives)
3. **What** type of research design must be undertaken?
4. **What** is the method of data collection ?

2.5 marks each question

= 10 marks

V. Vidyashree

Course In charge


HOD-MBA


IQAC-Cordinator


Principal



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I SESSIONAL TEST QUESTION PAPER
SET-B

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Degree	: MBA	Semester	: II
Batch	: 2021-2023	Date	: 19.07.2022
Course Title	: RESEARCH METHODOLOGY	Course Code	: 20MBA23
Duration	: 90 Minutes	Max Marks	: 50

Note: Answer ONE full question from each part

Q. No.	Question	Mark s	K Level	CO
PART-A				
1(a)	What is Business Research?	3	K1 Remembering	C01
(b)	Explain the importance of research in business decision making?	7	K2 Understanding	C01
(c)	Show the steps of research process in detail	10	K3 Applying	C01
OR				
2(a)	What are the objectives of Business Research?	3	K1 Remembering	C01
(b)	Explain Cross Sectional and Longitudinal Research?	7	K2 Understanding	C01
(c)	Illustrate Research Application in Business Decisions with suitable examples	10	K3 Applying	C01
PART B				
3(a)	Define the meaning of Business Research Design	3	K1 Remembering	C02
(b)	Explain the different types of Business Research Design	7	K2 Understanding	C02
(c)	What are the different types of Experimental Research Design? Give an example for each type	10	K3 Applying	C02
OR				
4(a)	Define Qualitative and Quantitative research	3	K1 Remembering	CO2
(b)	Explain Methods of Conducting Exploratory Research	7	K2 Understanding	CO2
(c)	“Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability.” Interpret the above statement	10	K3 Applying	CO2

PART C			K3 Applying	
5	<p>CASE STUDY</p> <p>A company is engaged in the manufacture of ready to eat foods. The company accounted for about 10 % of the market shares in Idly/Dose mix, which is its main product. However, the company has been facing stiff competition from a competing brand in the last six months, resulting in gradual decline in the sales volume. The company is very much concerned with this and after a series of meetings, the board of director decided to hire an external agency to conduct a systematic study and analyze the situation.</p> <p>As a researcher of the external agency</p> <ul style="list-style-type: none"> • Write the problem statement. • Define the research objectives (2 objectives) • What type of research design must be undertaken? • What is the method of data collection? 	10		CO2

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I SESSIONAL TEST SCHEME AND SOLUTIONS
SET-B

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Question	Marks
PART A	
1(a) What is Business Research? Research refers to a search for knowledge. It is an art of scientific investigation. It is an organized and systematic way of finding answer to questions. Research: process of systematic and in-depth study or search for any topic, subject, backed by collection, compilation, presentation & interpretation of relevant or data.	Definition = 3 marks
(b) Explain the importance of research in business decision making? Based on the information obtained through the different business research methods, companies whether new or established can undertake some essential business decisions such as the following- <ol style="list-style-type: none">1. Possibility of the business to survive and succeed in a new geographical region.2. Assessment about competitors3. Adopting a suitable market approach for a product4. Research relating to Markets.5. Research relating to products.6. Research related to promotion7. Research related to distribution	7 points with explanation = 7 marks
(c) Show the steps of research process in detail <ol style="list-style-type: none">1. Selection of Research Problem2. Literature Review or Extensive Literature Survey3. Making Hypotheses4. Preparing the Research Design5. Sampling6. Data collection7. Data Analysis8. Hypotheses Testing9. Generalization and Interpretation10. Preparation of Report	10 points with explanation = 10 marks

OR

2(a) **What** are the objectives of Business Research?
Major objectives of research

- Description: it is an exploratory phase undertaken using graphical representations & statistical measures that are not inferential
- Exploration: it involves precise hypotheses to be confronted & employs inferential statistical tests.
- Modelling: it requires that the descriptive & explanatory phases brought sufficient information & knowledge about the system
- Control: it is an objective rarely set in psychological research as it brings important ethical considerations.
- Forecasting: it helps in identifying & exploiting the potential opportunities that may arise in future

3 objectives = 3 marks

(b) **Explain** Cross Sectional and Longitudinal Research?

Cross-sectional study	Longitudinal study
Cross-sectional studies are quick to conduct as compared to longitudinal studies.	Longitudinal studies may vary from a few years to even decades.
A cross-sectional study is conducted at a given point in time.	A longitudinal study requires a researcher to revisit participants of the study at proper intervals.
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Multiple variables can be studied at a single point in time	Only one variable is considered to conduct the study
Cross-sectional study is comparatively cheaper since the study goes on for years	Longitudinal study tends to get expensive.

7 points of differences = 7 marks

(c) **Illustrate** Research Application in Business Decisions with suitable examples
 Based on the information obtained through the different business research methods, companies whether new or established can undertake some essential business decisions such as the following-

- Possibility of the business to survive and succeed in a new geographical region.
- Assessment about competitors
- Adopting a suitable market approach for a product

5 points with detailed explanation = 10 marks

- Research relating to Markets.
 - To find out market potential for existing products
 - Sales research – forecasting
 - Finding and analyzing market trends
- Research relating to products.
 - Comparative study of competitors products
 - Identify multiple uses for existing products.
 - Test marketing of product
 - Product line research
 - Packaging of products
- Research related to promotion
 - Measure effectiveness of advertisements
 - Analyze effectiveness of salesmen.
 - Media selection studies
 - Study patterns of competitors pricing
- Research related to distribution
 - Design and locate outlets.
 - Handling operations
 - Transportation
 - Storage

Research on pricing (Cost analysis, Margin analysis, Price analysis, Demand analysis)

PART B

3(a)	<p>Define the meaning of Business Research Design</p> <p>A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The formidable problem that follows the task of defining the research problem is the preparation of the design of the research project, popularly known as the “research design”.</p>	<p>Definition = 3 marks</p>
(b)	<p>Explain the different types of Business Research Design</p> <ol style="list-style-type: none"> 1. Exploratory Research Design. 2. Conclusive Research Design. 3. Causal Research Design 4. Experimental Research Design. <p>Choice depends largely on objectives of the research.</p>	<p>All types with explanation = 7 marks</p>

<table border="1"> <thead> <tr> <th>Research Objective</th> <th>Appropriate design</th> </tr> </thead> <tbody> <tr> <td>To gain background information, to define terms, To clarify problems and hypotheses, to establish Research priorities</td> <td>EXPLORATORY</td> </tr> <tr> <td>To describe and measure marketing phenomena at A point in time.</td> <td>DESCRIPTIVE</td> </tr> <tr> <td>To determine causality, to make "if-then" statements</td> <td>CAUSAL</td> </tr> </tbody> </table>	Research Objective	Appropriate design	To gain background information, to define terms, To clarify problems and hypotheses, to establish Research priorities	EXPLORATORY	To describe and measure marketing phenomena at A point in time.	DESCRIPTIVE	To determine causality, to make "if-then" statements	CAUSAL		
Research Objective	Appropriate design									
To gain background information, to define terms, To clarify problems and hypotheses, to establish Research priorities	EXPLORATORY									
To describe and measure marketing phenomena at A point in time.	DESCRIPTIVE									
To determine causality, to make "if-then" statements	CAUSAL									
<p>(c) What are the different types of Experimental Research Design? Give an example for each type</p> <ul style="list-style-type: none"> ▪ Pre-Experimental Research Design ▪ True Experimental Research Design ▪ Quasi-Experimental Research Design. ▪ Formal Experimental Research Design ▪ Informal Experimental Research Design ▪ Statistical Experimental Design 	<p>5 points with detailed explanation = 10 marks</p>									
OR										
<p>4(a) Define Qualitative and Quantitative research</p> <p>Quantitative research refers to the systematic empirical investigation of any phenomena via statistical, mathematical or computational techniques. The objective of quantitative research is to develop and employ mathematical models, theories and/or hypotheses pertaining to phenomena. Qualitative research is a research dealing with phenomena that are difficult or impossible to quantify mathematically, such as beliefs, meanings, attributes, and symbols. Qualitative researchers aim to gather an in-depth understanding of human behaviour and the reasons that.</p>	<p>Definition = 3 marks</p>									
<p>(b) Explain Methods of Conducting Exploratory Research</p> <ol style="list-style-type: none"> 1. The survey of concerning literature. 2. The experience survey. 3. The analysis of insight- stimulating. 4. case analysis and focus groups 	<p>All methods with explanation = 7 marks</p>									
<p>(c) "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability." Interpret the above statement</p> <ul style="list-style-type: none"> ▪ Gain background information- When very little is known about the problem or when the problem has not been clearly formulated. Firms having an MIS in which a review of internal information tracked over time can provide useful insights into the background of the company, brand, sales territories etc. ▪ Define Terms – Exploratory research helps to define terms and concepts. 	<p>5 points with detailed explanation = 10 marks</p>									

What is the company's image? The researcher learns that "image" is composed of several components –innovative products, friendly sales/customer service, good corporate rules and so on.

- Clarify Problems and Hypotheses
- Establish Research Priorities

PART C

CASE STUDY

A company is engaged in the manufacture of ready to eat foods. The company accounted for about 10 % of the market shares in Idly/Dose mix, which is its main product. However, the company has been facing stiff competition from a competing brand in the last six months, resulting in gradual decline in the sales volume. The company is very much concerned with this and after a series of meetings, the board of director decided to hire an external agency to conduct a systematic study and analyze the situation.

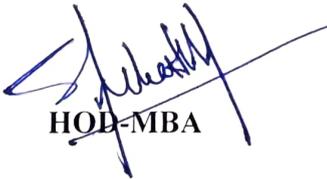
As a researcher of the external agency

1. **Write** the problem statement.
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3. **What** type of research design must be undertaken?
4. **What** is the method of data collection

2.5 marks each question

= 10 marks

V.vidyashree
Course In charge


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Degree : MBA
Batch : 2020-2022
Course Title : Logistics and Supply Chain Management
Duration : 90 Minutes

Semester : IV
Date : 17.06.2022
Course Code : 20MBAMM402
Max Marks : 50

Answer one full question in each part . Part C is Compulsory

Q. No.	Question	Marks	K Level	CO
PART-A				
1(a)	Define the term SCM	3	K1 Remembering	C01
(b)	Discuss the concept of logistics management and its scope	7	K2 Understanding	C01
(c)	Illustrate the cycle view of supply chain processes with a suitable diagram	10	K3 Applying	C01
OR				
2(a)	List the different types of logistics	3	K1 Remembering	C01
(b)	Outline the evolution of SCM	7	K2 Understanding	C01
(c)	Illustrate The five elements of logistics with a suitable example	10	K3 Applying	C01
PART B				
3(a)	Define Warehousing	3	K1 Remembering	C02
(b)	Explain the functions of warehousing	7	K2 Understanding	C02
(c)	Illustrate Factors Influencing Channel of Distribution with a suitable example	10	K3 Applying	C02
OR				
4(a)	What does Distribution mean in logistics?	3	K1 Remembering	C02
(b)	Explain the following terms • Static Shelving	7	K2 Understanding	C02

	<ul style="list-style-type: none"> • Mobile Shelving • Pallet Racking • Multi-tier Racking • Mezzanine Flooring • Wire Partitions • logistics 			
(c)	Illustrate various types of Warehouse layout with a suitable diagram	10	K3 Applying	C02
PART C				
5	<p>Founded in 1920, New Era Cap Company is an American headwear company headquartered in Buffalo, New York. Best known for being the official on-field cap for Major League Baseball, the official sideline cap for the National Football League, and the official on-court cap for the National Basketball Association.</p> <p>New Era Cap's International Supply Chain was fragmented, not controlled at origin and often incurred additional costs. New Era's significant growth in international markets put additional pressures on their European distribution center located in The Netherlands.</p> <p>Therefore, the speed in which New Era supplied their customers was slow and causing dissatisfaction within the market, this also meant that multiple transportation costs increased significantly and warehouse operatives became unproductive by over handling consignments. New Era had limited visibility of their product movement without consolidation or equipment utilization resulting in high transportation spends.</p> <p>Examine the case above and suggest the starter and solution that the company can undertake.</p>	10	K3 Applying	CO1

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Duration : 90 Minutes

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Question	Marks
PART A	
1(a) Define the term SCM Supply chain management is the active management of supply chain activities to maximize customer value and achieve a sustainable competitive advantage.	Definition and explanation = 3 Marks
(b) Discuss the concept of logistics management and its scope Logistics is a process of managing goods, information and other resources, from their origin to supply, in order to fulfill the requirements of the customers. In other words, logistics can be defined as careful management of procurement, transportation, storage and distribution of goods and materials. It is a part of supply chain, which involves the integration of information, transportation, and inventory, warehousing, material-handling and packaging. While supply chain covers the entire gamut of activities involving the procurement of raw materials, transportation of the raw as well as the finished product, as well as the storage and distribution of goods and materials, logistic companies handle the aspect of delivering of materials both raw and finished products whether from offices to households, or in bulk from factories to customers across continents.	7 Points + Explanation = 7 marks
(c) Illustrate the cycle view of supply chain processes with a suitable diagram <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><u>Customer Order Process</u></p> <ol style="list-style-type: none"> Customer Arrival Customer Order Entry Customer Order Fulfillment Customer Order Receiving </div> <div style="width: 45%; text-align: center;"> </div> <div style="width: 45%;"> <p><u>Replenishment Process</u></p> <ol style="list-style-type: none"> Retail Order Trigger Retail Order Entry Retail Order Fulfillment Retail Order Receiving </div> <div style="width: 45%;"> <p><u>Manufacturing Process</u></p> <ol style="list-style-type: none"> Order Arrival Production Scheduling Manufacturing/Shipping Receiving </div> <div style="width: 45%;"> <p><u>Procurement Process</u></p> <ol style="list-style-type: none"> Component Order Arrival Production Scheduling Manufacturing/Shipping Receiving </div> </div>	Diagram (5) marks + Explanation (5) = 10 marks
OR	
2(a) List the different types of logistics	Definition and explanation = 3

**TYPES OF LOGISTICS
MANAGEMENT**

- 1** PROCUREMENT LOGISTICS
- 2** PRODUCTION LOGISTICS
- 3** SALES LOGISTICS
- 4** RECOVERY LOGISTICS
- 5** RECYCLING LOGISTICS

Marks

(b)	<p>Outline the evolution of SCM</p> <p>1900-1950s: Supply chains continue to grow 1960s-70s: Physical distribution 1963: Key breakthroughs 1975: First real-time WMS 1980s: inbound, outbound and reverse flows 1982: Supply chain management coined 1990s-2000s: tech revolution and globalisation 1996: First cobot is invented 1997 Amazon goes public 2010-2020: Industry 4.0 2020: Covid-19</p>		<p>7 points with explanation = 7 marks</p>
(c)	<p>Illustrate The five elements of logistics</p> <ul style="list-style-type: none"> • Storage, warehousing and materials handling • Packaging and unitisation • Inventory • Transport • Information and control 		<p>Diagram + Explanation = 10 marks</p>
PART B			
3(a)	<p>Define Warehousing</p> <p>The place where raw material and/or finished goods are stored is referred to as warehouse or store. Generally, warehouse is structure or building design keeping in mind raw material and finished goods it is going to store</p>		<p>Definition and explanation = 3 Marks</p>
(b)	<p>Explain the functions of warehousing</p> <p>Storage, Safeguarding of Goods , Movement of Goods, Financing, Value-added Services , Price Stabilization and Information Management</p>		<p>7 functions = 7 marks</p>
(c)	<p>Illustrate factors influencing channel of distribution with a suitable example</p> <p>Many things can influence distribution management. The five most common are:</p>		<p>Each point with Explanation = 5* 2 = 10 marks</p>

<p>Unit perishability – if it’s a perishable item then time is of the essence to prevent loss, Buyer purchasing habits – peaks and troughs in purchasing habits can influence distribution patterns and therefore varying distribution needs that can be predicted, Buyer requirements — e.g. changes in a retailer’s or manufacturer’s just in time inventory demands, Product mix forecasting – optimal product mixes vary according to seasons and weather or other factors and Truckload optimization – relies on logistics and fleet management software To ensure every truck is full to capacity and routed according to the most efficient path.</p>	
OR	
<p>What does distribution mean in Logistics? Distribution in logistics refers to the overall management that oversees the movement of goods from their development to the point of sale. This can include anything from transportation, packaging, inventory, stock control, site and area examination to information handling. Distribution in logistics incorporates numerous processes. The focus is ultimately on achieving efficient distribution and smooth movement of finished products to customers.</p>	3 marks
<p>Explain the following terms</p> <ol style="list-style-type: none"> 1. Static Shelving As the name suggests, static shelves are storage mechanisms that are designed to stay in one place. 2. Mobile Shelving Similar to static shelving, mobile shelving is a completely adjustable solution that is meant to hold your manually-picked items, but the difference here is that many of these systems are designed to hold more items in less space. With mobile shelving, shelves or cabinets are mounted on carriage and rail systems, eliminating fixed aisles and increasing productivity by making inventory more accessible, even when space is tight. 3. Pallet Racking For the busiest and largest warehouses, pallet racking systems are usually treated as the centerpiece of the operation. Typically, pallet racking systems are made out of wood, metal, or plastic and hold inventory that is received in large boxes. 4. Multi-Tier Racking A great choice for large stocks of items that have small unit sizes, multi-tier racking is a system that is designed to capitalize on vertical space. Because no warehouse is one-size-fits-all, many multi-tier racking options are flexible, with the ability to add or remove tiers depending on your current needs. 5. Mezzanine Flooring If you have the budget and your strategic warehouse layout allows for it, mezzanine flooring is an effective and space-saving storage option. Essentially, mezzanine flooring is a second (or third, or fourth) floor that is constructed above the main warehouse floor. 6. Wire Partitions While mezzanine flooring is one of the more high-tech options, wire partitions are on the other end of the spectrum. Wire partitions are, effectively, strategically- 	Each term 1 = 7 marks

placed wire cages that are meant to be installed and torn down quickly and easily.

Illustrate VARIOUS TYPES OF warehouse LAYOUT with a suitable diagram

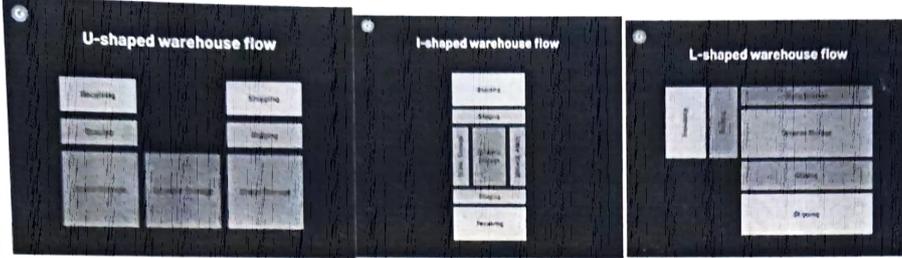


Diagram + Explanation = 10 marks

PART C (CASE STUDY)

Founded in 1920, New Era Cap Company is an American headwear company headquartered in Buffalo, New York. Best known for being the official on-field cap for Major League Baseball, the official sideline cap for the National Football League, and the official on-court cap for the National Basketball Association. New Era Cap's International Supply Chain was fragmented, not controlled at origin and often incurred additional costs. New Era's significant growth in international markets put additional pressures on their European distribution center located in The Netherlands.

Therefore, the speed in which New Era supplied their customers was slow and causing dissatisfaction within the market, this also meant that multiple transportation costs increased significantly and warehouse operatives became unproductive by over handling consignments. New Era had limited visibility of their product movement without consolidation or equipment utilization resulting in high transportation spend.

Examine the case above and suggest the starter and solution that the company van undertake.

Student give answers as per their understanding

Straergy and solution = 10 marks

V. Vidyashree
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Principal



K.S. SCHOOL OF ENGINEERING AND MANAGEMENT, BANGALURU-560109
DEPARTMENT OF MANAGEMENT STUDIES
SESSION: 2021-22 (EVEN SEMESTER)
I SESSIONAL TEST QUESTION PAPER
SET-B

USN									
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Degree : MBA
Batch : 2020-2022
Course Title : Logistics and Supply Chain Management
Duration : 90 Minutes

Semester : IV
Date : 17.06.2022
Course Code : 20MBAMM402
Max Marks : 50

Answer one full question in each part . Part C is Compulsory

Q. No.	Question	Marks	K Level	CO
PART-A				
1(a)	Define the term SCM	3	K1 Remembering	C01
(b)	Explain the most common features of supply chain management	7	K2 Understanding	C01
(c)	Illustrate any 2 out of the 4 cycle view of supply chain processes with a suitable diagram	10	K3 Applying	C01
OR				
2(a)	List the components of supply chain	3	K1 Remembering	C01
(b)	Discuss the supply chain challenges faced by product-based businesses	7	K2 Understanding	C01
(c)	Illustrate the Key Issues in Supply Chain Management with a suitable example.	10	K3 Applying	C01
PART B				
3(a)	Define Warehousing	3	K1 Remembering	C02
(b)	Explain the functions of warehousing	7	K2 Understanding	C02
(c)	Illustrate different ways to improve warehouse efficiency with suitable examples	10	K3 Applying	C02
OR				
4(a)	What does Distribution mean in logistics?	3	K1 Remembering	C02
(b)	Explain the following terms 1. Public Warehouse 2. Private Warehouse 3. Smart Warehouse	7	K2 Understanding	C02

	4. Cooperative Warehouse 5. Consolidated Warehouse 6. Bonded Warehouse 7. Government Warehouse			
(c)	Illustrate Factors Influencing Channel of Distribution with a suitable example	10	K3 Applying	C02
PART C				
5	<p>Founded in 1920, New Era Cap Company is an American headwear company headquartered in Buffalo, New York. Best known for being the official on-field cap for Major League Baseball, the official sideline cap for the National Football League, and the official on-court cap for the National Basketball Association.</p> <p>New Era Cap's International Supply Chain was fragmented, not controlled at origin and often incurred additional costs. New Era's significant growth in international markets put additional pressures on their European distribution center located in The Netherlands.</p> <p>Therefore, the speed in which New Era supplied their customers was slow and causing dissatisfaction within the market, this also meant that multiple transportation costs increased significantly and warehouse operatives became unproductive by over handling consignments. New Era had limited visibility of their product movement without consolidation or equipment utilization resulting in high transportation spends.</p> <p>Examine the case above and suggest the starter and solution that the company can undertake.</p>	10	K3 Applying	CO1

5

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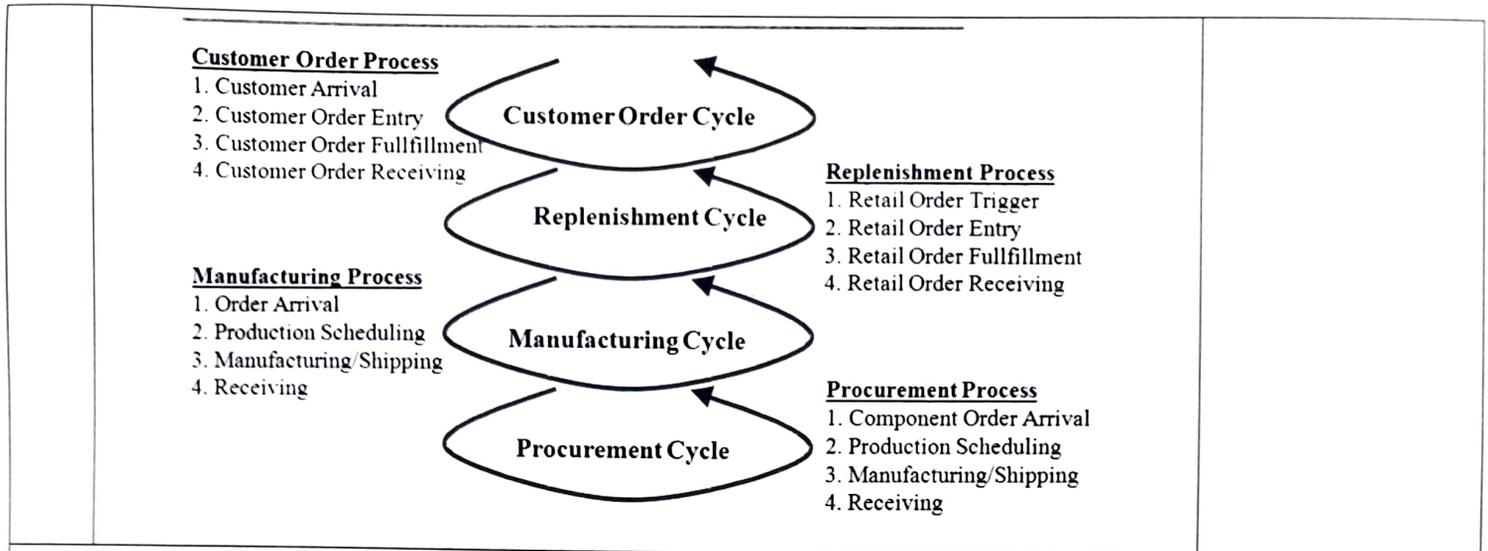


K.S. SCHOOL OF ENGINEERING AND MANAGEMENT, BENGALURU-560109
DEPARTMENT OF MANAGEMENT STUDIES
SESSION: 2021-22 (EVEN SEMESTER)
I SESSIONAL TEST SCHEME AND SOLUTIONS
SET-B

USN									
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Degree	: MBA	Semester	: IV
Batch	: 2020-2022	Date	: 17.06.2022
Course Title	: Logistics and Supply Chain Management	Course Code	: 20MBAMM402
Duration	: 90 Minutes	Max Marks	: 50

	Question	Marks
PART A		
1(a)	Define the term SCM Supply chain management is the active management of supply chain activities to maximize customer value and achieve a sustainable competitive advantage.	Definition and explanation = 3 Marks
(b)	Explain the The most common features of supply chain management 1. INVENTORY MANAGEMENT The Bottom Line: Built-in inventory management ensures that your stock levels are optimized. 2. ORDER AND BILLING MANAGEMENT The Bottom Line: Orders are how you generate profits, so a flexible, built-in order management system is a must-have for any business. 3. LOGISTICS AND TRANSPORTATION TOOLS The Bottom Line: Transportation and logistics tools ensure that materials are shipped efficiently and cost-effectively. 4. SUPPLIER COLLABORATION The Bottom Line: Supplier collaboration functions keep suppliers, customers and other key players in the loop. Empowered partners = a smoother supply chain. 5. WAREHOUSE MANAGEMENT The Bottom Line: Your warehouse is an important part of your overall supply chain. Make sure that your chosen SCM software will manage all necessary warehouse processes. 6. END-TO-END VISIBILITY OF YOUR SUPPLY CHAIN IN REAL TIME The Bottom Line: You can't manage a supply chain without deep visibility into the end-to-end functions and processes. Real-time capabilities are a must-have for any business.	Points + Explanation = 7 marks
(c)	Illustrate the 2 OUT OF 4 cycle view of supply chain processes with a suitable diagram	Diagram marks (5) + Explanation (5) =10 marks



OR

2(a) **List the components of supply chain**
Raw materials, work in progress goods, manufactured finished components, retailer and consumer
Definition and explanation = 3 Marks

(b) **Discuss the supply chain challenges faced by product-based businesses**

1. Material scarcity
2. Increasing freight prices
3. Difficult demand forecasting
4. Port congestion
5. Changing consumer attitudes
6. Digital transformation
7. Quality Customer Service

7 points with explanation = 7 marks

(c) **Illustrate the Key Issues in Supply Chain Management with a suitable example.**

ISSUE	CONSIDERATIONS
Network Planning	<ul style="list-style-type: none"> • Warehouse locations and capacities • Plant locations and production levels • Transportation flows between facilities to minimize cost and time
Inventory Control	<ul style="list-style-type: none"> • How should inventory be managed? • Why does inventory fluctuate and what strategies minimize this?
Supply Contracts	<ul style="list-style-type: none"> • Impact of volume discount and revenue sharing • Pricing strategies to reduce order shipment variability
Distribution Strategies	<ul style="list-style-type: none"> • Selection of distribution strategies (e.g., direct ship vs. cross docking) • How many cross dock points are needed? • Cost/Benefits of different strategies
Integration and Strategic Partnering	<ul style="list-style-type: none"> • How can integration with partners be achieved? • What level of integration is best? • What information and processes can be shared? • What partnerships should be implemented and in which situations?
Outsourcing & Procurement Strategies	<ul style="list-style-type: none"> • What are our core supply chain capabilities and which are not? • Does our product design mandate different outsourcing approaches? • Risk management
Product Design	<ul style="list-style-type: none"> • How are inventory holding and transportation costs affected by product design? • How does product design enable mass customization?

Source: Simchi-Levi

Diagram + Explanation = 10 marks

PART B

3(a) **Define Warehousing**
The place where raw material and/or finished goods are stored is referred to as warehouse or store. Generally, warehouse is structure or building design keeping in mind raw material and finished goods it is going to store
Definition and explanation = 3 Marks

(b)	<p>Explain the functions of warehousing Storage, Safeguarding of Goods , Movement of Goods, Financing, Value-added Services , Price Stabilization and Information Management</p>	<p>7 functions = 7 marks</p>
(c)	<p>Illustrate Different ways to improve warehouse efficiency with suitable examples Ways to improve warehouse efficiency</p> <ol style="list-style-type: none"> 1. Maximise and optimise all available space. 2. Lean Inventory. 3. Adopt enabling technology. 4. Organise workstations. 5. Optimise labour efficiency. 	<p>5 points + Explanation = 10 marks</p>

OR

(a)	<p>What does distribution mean in Logistics? Distribution in logistics refers to the overall management that oversees the movement of goods from their development to the point of sale. This can include anything from transportation, packaging, inventory, stock control, site and area examination to information handling. Distribution in logistics incorporates numerous processes. The focus is ultimately on achieving efficient distribution and smooth movement of finished products to customers.</p>	<p>3 marks</p>
(b)	<p>Explain the following terms</p> <ol style="list-style-type: none"> 1. Public Warehouse :A public warehouse is a warehouse owned by governmental entities that are available to private sector companies. These types of warehouses can be rented out for business or personal use. Public warehouses are an especially attractive option for business owners that might need to only store inventory for a short amount of time as other warehouse options might be more expensive. Public warehouses are commonly used by new or growing businesses, such as e-commerce companies and startups, due to their affordability versus a private warehouse. Note, public warehouses tend to be fairly bare-bones in terms of their setting, they won't have the technological capabilities of other warehouse types. 2. Private Warehouse :Another popular warehouse option is a private warehouse, oftentimes referred to as proprietary warehousing. While a public warehouse is owned by a government body or a third-party, private warehouses are owned by a company division. If a business is interested in a private warehouse they will need to make a large upfront investment to secure the building, facilities management, and general maintenance and upkeep. Private warehouses are a popular option for wholesalers, distributors, and manufacturers. While a private warehouse is a more expensive option than a public warehouse, they offer business owners more overall control of their inventory management. 3. Smart Warehouse :An increasingly popular warehouse option is a smart warehouse, which is a warehouse where the storage and fulfillment processes are automated with AI, such as robots and drones. The AI is responsible for packing, weighing, transporting, and storing raw materials, with many incoming orders being automated to be fulfilled immediately. Smart warehouses have been a go-to option for large e-commerce companies such as 	<p>Each term 1 = 7 marks</p>

marks

cap for Major League Baseball, the official sideline cap for the National Football League, and the official on-court cap for the National Basketball Association. New Era Cap's International Supply Chain was fragmented, not controlled at origin and often incurred additional costs. New Era's significant growth in international markets put additional pressures on their European distribution center located in The Netherlands.

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