

Code No: MB193J1 /19

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY GURAJADA VIZIANAGARAM

MBA III Semester Regular/Supplementary Examinations, November-2025

Store keeping and Warehousing management (Logistics and Supply Chain Management)

Time: 3 Hours

Max. Marks: 75

Answer any FIVE Questions One Question from Each Unit

All Questions Carry Equal Marks

UNIT-I

1. a Explain the key objectives of a procurement system and how they contribute to organizational efficiency. 6M
- b What are the common challenges faced in procurement planning? 6M

OR

2. a Explain the concept of the Six Rights in purchasing and its importance in procurement management. 6M
- b Differentiate between open bidding, selective bidding, and negotiated bidding with examples. 6M

UNIT-II

3. a Define warehousing and explain its importance in the supply chain process. 6M
- b Describe the value-adding services that can be provided through warehouse operations. 6M

OR

4. a Explain the key factors influencing the selection of a warehouse location. 6M
- b What is the importance of quality control during warehouse receiving and storage operations? 6M

UNIT-III

5. a Define storage management and explain its significance in warehouse operations. 6M
- b How does an integrated WMS support decision-making in storage and inventory control? 6M

OR

6. a Explain the factors to consider while choosing an appropriate WMS for an organization. 6M
- b Compare ABC analysis with other inventory classification techniques like VED analysis. 6M

UNIT-IV

7. a Explain the importance of a Storage and Warehousing Information System (WIS) in modern logistics management. 6M
- b Evaluate the strategic benefits and risks associated with outsourcing warehouse operations. 6M

OR

8. a Elucidate the process of resourcing a warehouse and the key factors to be considered. 6M
- b Explain various logistics charging methods and their suitability in different business models. 6M

UNIT-V

9. a Define material handling and explain its importance in warehouse operations. 6M
- b Discuss the importance of warehouse equipment legislation in maintaining workplace safety. 6M

OR

10. a Explain the importance of health and safety measures in warehouse management. 6M
- b Explain the concept of Sustainable Warehouse Management. 6M

CASE STUDY

- 11 “Cool Air” Air-conditioning is a manufacturing of commercial air conditioning units which are exclusively used on the roof of malls or restaurants. Nearly 80 percent of its sales are replacement models which means that the company relies heavily on repeat customers. 15M

An air conditioner usually breaks down with little or no warning. Often the customer is under pressure on finding a replacement within a day or two to run his business. Therefore, the customer is mainly concerned with supplier response no matter who the supplier is.

“Cool Air” Air-conditioners hired “Reliable logistics”, a logistics consulting company to help optimize their distribution network and revive sales. At that time, they had 20 distribution centers and warehouses around the country, stocking 40 different models.

“Reliable logistics”, first thought of shrinking the distribution network to four or five strategically located warehouses, each with extensive inventory. This strategy would have reduced 25 percent of “Cool Air” Air-conditioners costs, but would have made rapid delivery tough. The marketing manager of “Cool Air” Air conditioners suggested that the company should go in the opposite direction and expand to 30 locations with a full range of products. But that would have been prohibitively expensive.

1. What do you think are the problems faced by “Cool Air” Air-conditioners?
2. Comment on the idea of Reliable logistics to reduce the distribution centers /warehouses from 20 to 4 or 5 strategic locations.