

# AR17

Code: 17MBA3004

**SET-2**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**II MBA III Semester Regular Examinations, NOVEMBER, 2018**

**LOGISTICS & SUPPLY CHAIN MANAGEMENT**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

1. Explain about Integrated Supply Chain and integrated supply chain management. 12M
2. Explain the concept of Activity Based Costing (ABC) with its features and problems? 12M
3. What is Benchmarking? How do you set Benchmarking to Logistics? 12M
4. Elaborate how pricing and revenue management are implemented in practicing 12M
5. Discuss impact of lack of coordination on Supply Chain Performance. 12M
6. Describe various information technologies used in the process of Logistics and Supply Chain Management. 12M
7. What is Global Logistics? Discuss various components involved Global Logistics.

## 8. CASE STUDY:

12M

### Case study:

Mahindra and Mahindra (M&M) is a major player in the tractor and certain segments of the automobile market in India, after an impressive growth for a few years, the tractor market in India has been stagnating during 98-99, 2000-01.

M&M has been selling its tractor and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad. M&M has a 100% subsidiary in USA, Mahindra USA, with a strong network of 100 dealers. Mahindra has a five-percent market share in the US market in the 28-30 horse power (HP) range. As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a memorandum of understanding (MOU) with the Korean tractor major Tong Yang, apart of the \$ 2 bn Tong Yang Moolsam group, according to which Mahindra will source high horse power (mostly 25-40 hp range) and sell them around the world under the M&M brand name. To start with the premium range of tractors will be sold in the US.

The company is looking for Global sourcing to develop its business. M&M's current tractor range is more utility oriented and lacks the aesthetic appeal that Tong Yang's tractors, have, a must for a strong presence in the US market.

### Questions :

- (a) What are the advantages and disadvantages of global sourcing?
- (b) What are the possible risks of the alliance? How can they be overcome/minimised?

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**SET-1**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)

II MBA III Semester Supplementary Examinations, November, 2018

**Consumer Behavior and Customer Relationship Management**

Time: 3 Hrs

Max. Marks: 60

Answer Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory

1. Explain the process of consumer decision making.
2. Describe the information processing model of consumer learning.
3. Explain the different technological tools used in CRM.
4. What is market segmentation? How segmentation influence consumer buying behavior? Explain.
5. Discuss the features of Consumer Protection Act-1986?
6. What is CRM? Explain the importance of CRM in the present global marketing environment.
7. Explain the influence of socio-cultural factors on consumer decision making process, with examples.

**8. Case Study:**

Stimulus generalization is one of the outcomes of consumer learning. It enables marketers to extend the number of product versions and also introduce new forms of products under existing brand names that are strongly recognized and favoured by the consumers, sometimes leading to consumer confusion and frustration.

In the toothpaste market, consumers choose among different products, offering the general benefits of bright smile, white teeth and benefits on health problems like bad smell, gum diseases etc. Those products are offered in the form of paste, gel and in combination of mouthwash and in many flavours of mint, clove, salt, charcoal etc.

Almost all toothpastes and oral care products are offered by either Colgate and Pepsodent, competing with each other for decades. Facing saturated and intensive competition, these two companies introduced lot many number of product variants using the brand names of Colgate and Pepsodent on stimulus generalization strategy. They claim that these variants meet the different needs of different age groups.

However, some research studies point out that it leads to consumer confusion and frustration.

Q1. Do you agree that stimulus generalization strategy offer more choice and meet the needs of the consumers than leading to confusion ? Justify.

Q2. Recommend strategies to reduce confusion in customers of Colgate and Pepsodent.