

Subject Code: MB1341/R13

M B A - IV Semester Regular Examinations, June - 2015

LOGISTIC AND SUPPLY CHAIN MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any FIVE of the following

All questions carry equal marks. Q.No.8 is compulsory

1. a). "The mission of logistics management is to plan and coordinate all those activities necessary to achieve desired levels of quality and service at lowest possible cost." Explain?
b). "A position of consistent superiority over competitors in terms of customer preference may be achieved through logistics. Explain how a firm gains competitive advantage through logistics?"
2. a). Explain the concept of customer service from a logistics/supply chain perspective?
b). What are the various steps involved in achieving customer satisfaction in Supply Chain Management?
3. a). Explain the concept of Total Cost Analysis?
b). "A customer profitability analysis looks at each segment of the process of creating and selling products to customers. "Explain?"
4. a). "To evaluate the efficiency and sustainability of the logistics systems, developing logistics performance indicators is essential." Explain?
b). Mention the various types of issues that need to be addressed in supplier and distributor benchmarking?
5. a). Write about the various steps involved in the process of sourcing decision/purchasing procedure?
b). Briefly explain about the relative importance of the most important and major ways of transportation?
6. a). "Each stage of the supply chain optimizes only its own local objective by completely neglecting the impact on the complete chain because of lack of coordination." What is the impact of lack of coordination on Supply Chain performance?
b). Explain about the role of Information Technology in Supply Chain Management?
7. a). "Managing logistics operations within the country is very much simple than that of managing the flow of inventory and information across the global supply chain." What are the issues and challenges in global supply chain management?
b). What are the important reasons for worldwide sourcing/global purchasing?

8. CASE STUDY:

A manufacturer of cookware, bake ware, dinnerware and household tools made a series of changes in their supply chain network as a result of both organic growth and growth through acquisitions. The changes included the number and location of manufacturing operations, the number and location of distribution centers and the re-configuration of the company's customer base (mass merchants, department stores, specialty retailers and online businesses).

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