

**Code No: MB940/R09****MBA IV Semester Supplementary Examinations, June-2016****LOGISTICS AND SUPPLY CHAIN MANAGEMENT****Time: 3 Hours****Max. Marks: 60**

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*Answer Any FIVE Questions  
All Questions Carry Equal Marks  
Question No. 8 is Compulsory*

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| 1. a | What are the elements of integrated supply chain?  | 4M  |
| b    | How it would be helpful in firm competitiveness?   | 8M  |
| 2. a | What is customer satisfaction?   | 4M  |
| b    | How does SCM increase customer satisfaction?   | 8M  |
| 3. a | Explain the impact of logistics on shareholders' value, customer's profitability and product profitability.  | 12M |
| 4. a | What is bench marking?   | 4M  |
| b    | Explain the benchmarking priorities in suppliers and distributors  | 8M  |
| 5. a | What do you understand by transportation economies of scale in supply chain?   | 12M |
| 6. a | Describe the role of information technology in the logistics and supply chain management.  | 12M |
| 7. a | What do you mean by global supply chain business processes?  | 5M  |
| b    | Explain the global strategies with suitable examples.  | 7M  |
| 8.   | <b>Case Study</b><br>An automotive ancillary unit supplier performs a milk run twice a day to five large manufacturers located within a radius of 30 kilometers. Two trucks had been leased so far. The rental per day per truck is Rs. 10000/-. This includes all transportation costs. The unit is planning to buy two trucks to ensure timely delivery and reliability. Each mini truck is likely to cost Rs. 400000/- and will incur a daily running cost of 3500/- per truck. | 12M |

**Questions:**

- What will be your recommendation to the unit regarding the purchase of trucks?
- Justify your decision making.
- You may make suitable assumptions but state them explicitly.

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