

**II MBA - II Semester – Regular/Supplementary Examinations
April - 2018**

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Answer any FIVE of the following: 5 x 2 = 10 M

- a) Meaning of Competitive advantage
- b) Scope of logistics management
- c) Demand management
- d) Concept of Cross docking
- e) Service Functions of Warehousing
- f) Various categories of Transportation cost
- g) Global purchasing
- h) Integrated supply chain

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) Explain the cyclic view of supply chain process.

OR

b) Do you agree that the supply chain of a firm gives the advantage of competitive performance? Justify.

3. a) What is customer service in logistics management? Explain how customer service requirements differ in different phases of transaction?

OR

b) What are the principles of logistics costing? Discuss the impact of logistics on enhancing the shareholders value.

4. a) State three key issues of Supply chain management? State the objectives of SCM along with supply chain drives.

OR

b) What are the key performance indicators in logistics? Write about logistics service alliances such as 3PLs & 4PLs.

5. a) What are the factors influencing supplier scoring and assessment?

OR

b) What are the key issues in determining the channel requirements?

6. a) What is Global supply chain strategy? Discuss the challenges in Global supply chain management.

OR

b) Explain the role of IT in Supply chain? And also explain the importance of EDI, Barcoding & RIFD.

SECTION-C

7. Case Study

1x10=10

M/s Excellent Dashboard Private LTD. (EDPL) is situated at Gurgaon near Delhi. The company supplies dashboard assembly as a 4PL supplier to Maruti Udyog LTD (MUL) since past 3 years. There are number of components in the dashboard like speedometer, level gauge, etc. EDPL purchase these individual components from various suppliers and assembles them at their works for onward supply to MUL.

One of the major components namely “Starter Switch” is always the problem. Since the EDPL does not observe any Systematic Inventory Control methods in their purchasing activities, they just order the quantity as and when the demand arises. As this product is not available off the shelf, many a times delays occur in arranging for assembled to MUL. This in turn, results into a financial loss to EDPL due to penalties imposed by MUL as per the agreement, towards delays in supply of dashboard assembly.

The information gathered from EDPL shows that the annual demand of the item, Starter Switch is 5000 nos. The unit price of the item is Rs.50 each. The inventory carrying cost and ordering cost is 20% and Rs. 40 per order respectively.

- a) Explain the role of fourth party Logistics in the above case.
- b) How EDPL can avoid financial penalties imposed by MUL?
- c) Calculate Economic Order Quantity (EOQ) for the item under reference, by using the available information.