

MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

**MS-55 : LOGISTICS AND SUPPLY CHAIN
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any four questions. All questions carry equal marks.

1. (a) Briefly discuss some areas of interaction between the logistics group and the marketing group in an organization.
(b) What are the salient features of Quick Response System ? For what kind of product it has been found to be more beneficial and why ?
2. (a) Differentiate between a push-based supply chain and a pull-based supply chain.
(b) Highlight some reasons for purchasing the goods and services from international sources.
3. (a) Describe few methods of determining the information requirements for a supply chain.
(b) What are the advantages of using Bar-Code and Scanning Systems in manufacturing organizations ?

4. (a) Define Benchmarking. Explain its role in improvement of organizational efficiencies.
 - (b) Briefly describe the three dimensions of a Dimension Based Measurement System for measuring the performance of a supply chain.

 5. (a) Discuss the objectives of Routing and Scheduling. What are the constraints involved therein ?
 - (b) Briefly describe the four categories of disputes resolution in the procurement function of an organization.

 6. (a) How can e-agents help to enhance collaboration among channel partners ?
 - (b) Briefly describe the supply chain of services provided by the government in a developing country.
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