MS-055

MANAGEMENT PROGRAMME

Term-End Examination

December, 2017

MS-055 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : 3 hours   *Maximum Marks : 100*

Note :   Attempt any four questions from Q1 to Q5.   Q6 is compulsory. All questions carry equal marks.

1.   What do you understand by Quick response and Accurate response ? What was the objective of quick response movement ? Also discuss the impact of technology in improving the supply chain performance.

2.   What is World - Class Supply Chain Management (WCSCM) ? Highlight the three basic dimensions under which WCSCM can be conceptualized. Also, discuss features of world-class companies.

3.   Compare the key processes of Enterprise Resource Planning (ERP) and Supply Chain Management (SCM) with respect to design of software. Why there is a need of a separate Supply Chain Planning (SCP) software ?

4. Why is supply chain performance required to be measured ? Briefly discuss the characteristics of an effective measurement system. What questions must be addressed to create a sound performance measurement system ?

5. Discuss supply chain management of products vs services. What strategies can be used to desynchronize production and consumption in case of services ?

6. Write short notes on **any three** of the following :
   (a) Systems or Total approach to PDM
   (b) Bullwhip effect
   (c) Ends/Means (E/M) Analysis
   (d) Customer profitability Analysis
   (e) Transport Infrastructure of India

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