

02453

## MANAGEMENT PROGRAMME

Term-End Examination

December, 2018

### MS-055 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) Answer any five questions.  
(ii) All questions carry equal marks.
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1. What are the differences between manufacturing/ logistics approach when the basis for competing is :
  - (a) Cost leadership
  - (b) Differentiation
2. Explain the process of re-engineering. What are the benefits of re-engineering in supply chain? It is said that SCM and BPR have a common goal and are interrelated. Explain with examples.
3. What steps are to be followed while implementing IT software packages for supply chain management? Do these steps vary from package to package? How are they standardized?
4. What is the need for supply chain performance measures? What are the factors that contribute to management's need for new type of measures for managing the supply chain?

5. What activities can be performed by e-Agents ?  
How can e-Agents help to enhance collaboration among channel partners ?
  6. It has increasingly been recognized that the basic principles of supply chain management are equally applicable in the service/non-manufacturing sector also. Justify the statement by giving suitable examples.
  7. Write short notes on **any three** of the following :
    - (a) Efficient Consumer Response
    - (b) Bullwhip Effect
    - (c) Inter Organizational Information System (IOIS)
    - (d) Customer Profitability Analysis
    - (e) Five stages of transporter selection framework
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