

MANAGEMENT PROGRAMME

Term-End Examination

February, 2021

MS-055 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. How can the chain relationship contribute to the success of Supply Chain Management ? Is it necessary to extend this relationship beyond the chain, to further achieve the objectives of supply chain management ?
2. “A connection and interrelationship between the components of supply chain has to be established for utmost customer satisfaction.” Explain the statement with reference to integration of supply chain at various stages.

3. In the IT based supply chain management, what criteria can be recommended to measure the performance of a manufacturing organization ? Explain the merits and demerits of your recommendation.
4. “Today’s management can’t afford to focus only on the company’s performance in a vacuum; there is an emerging requirement to focus on the performance of the extended supply chain or network in which the company is a partner”. Comment.
5. “The most common method for evaluating non-economic factors in a facility location study is to use a scoring model.” Why ? Justify your answer.
6. What is the skill set required by 4PL companies to be able to effectively integrate the supply chain for their client company ?
7. Write short notes on any *three* of the following :
 - (a) Logistics and marketing interface
 - (b) Bullwhip effect
 - (c) Electronic Data Interchange (EDI)
 - (d) Benchmarking
 - (e) Reverse Logistics