

MANAGEMENT PROGRAMME

Term-End Examination

December, 2022

**MMPO-005 : LOGISTICS AND SUPPLY CHAIN
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : *This question paper consists of **seven** questions.
Attempt any **five** questions. All questions carry
equal marks.*

1. What do you understand by bullwhip effect ?
Explain the various factors leading to bullwhip effect.
2. “Supplier is as important as the customer and that has to be realised in the true sense.” Explain in view of the statement, the ways of maintaining direct relationship with the supplier by the buyer firm.
3. Name some of the organizations that have adopted E-SCM practices. Explain how they have gained success.

4. What do you understand by supply chain performance measurement system ? Name some of the supply chain performance measurement systems. Explain any one in detail.
 5. “The selection procedure for the transport mode could vary from a simple decision to a complex decision.” Explain the various methods of selecting the transport and write down the stages involved in systematic selection of the transport.
 6. What are supply chain strategies ? Describe the various types of supply chain strategies.
 7. Write short notes on any *three* of the following :
 - (a) SCM as a Core Strategic Competency
 - (b) Location Cost-Volume Analysis
 - (c) Role of Logistics in the Economy
 - (d) Importance of Benchmarking
 - (e) Vendor Managed Inventory
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