

01341

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2012**

**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) It is said that the overall aim for logistics is to achieve high customer satisfaction on perceived product value. This must be achieved with acceptable costs. How would you find the best balance ?
- (b) State some of the strategies that are followed in implementation of Efficient Consumer Response (ECR).
  
2. (a) Differentiate between Urban and Rural Logistics , both in terms of management and maintenance.
- (b) Explain the benefits of integrated approach for implementation of SCM.

3. (a) Explain briefly the Inter Organizational Information System (IOIS). How is IOIS important for effective SCM ?  
(b) Give key processes considered in both ERP and SCM . How are these processes different from one another ?
  
  4. (a) What is Customer Profitability Analysis ? Why it has gained importance in the recent times ?  
(b) Describe the Hierarchy Based Supply Chain Performance Measurement System .
  
  5. (a) What is routing and scheduling ? Explain in Indian Context.  
(b) Discuss the objective and subjective factors on which plant location decision are based.
  
  6. (a) "In this era of outsourcing , third party logistics (3PL) can add value to existing supply chains ". Explain !  
(b) Why is software more a service than a product given its supply chain characteristics ?
-