

## MANAGEMENT PROGRAMME

Term-End Examination

June, 2013

### 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) What is Physical Distribution Management ? Describe its components.  
(b) Elucidate the "total approach" to Physical Distribution Management.
2. (a) What is more important - Inbound or Outbound logistics in a supply chain ?  
(b) Explain the Push-Pull supply chain system. Why is it called an ideal mix ?
3. (a) Describe the methods of determining the information requirements for a supply chain.  
(b) What do you understand by Distribution Resource Planning (DRP-II) ? How is it having an edge over Distribution Requirement Planning (DRP) ?

4. (a) Explain Activity based Costing and mention its benefits over the Management Accounting.
  - (b) Explain the function based supply chain performance measurement system.
  5. (a) Correlate the practical problems and factors influencing transportation of a company or carrier.
  - (b) Discuss the interdependence of location decision and distribution decision.
  6. (a) How can reverse Logistics Cater to a green supply chain strategy in the future ?
  - (b) Briefly explain the four types of supply chain strategies proposed by Hau Lee.
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