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MANAGEMENT PROGRAMME

Term-End Examination

June, 2017

MS-055 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) Attempt any four questions from Q. 1 to Q. 5.
(ii) Q. 6 is compulsory.
(iii) All questions carry equal marks.
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1. Successful organizations are able to differentiate themselves from their competitors by offering a total service with logistics forming an essential part of the total value chain. Do you agree ? if yes, describe major area of interaction between logistics and marketing. If no, give reasons for your disagreement.
2. Define SCM integration. Integration of supply chain and demand chain can be seen at three levels. What are these levels ? Also describe strategies involved in SCM integration.
3. What do you understand by Enterprise Resource Planning (ERP) ? Describe various modules of ERP ? Why a company should pursue an ERP solution ?

4. Define Benchmarking. Discuss its role in improvement of organizational efficiencies. What are various kinds of challenges faced during the process of benchmarking ?

 5. Discuss the legal issues concerning Logistics. Litigation is generally the last order of the day. In what ways a firm's supply manager can prevent litigation ?

 6. Write short notes on **any three** of the following :
 - (a) Efficient Consumer Response
 - (b) Co-Makership
 - (c) Business Systems Planning (BSP)
 - (d) Supply Chain Operations Reference Model
 - (e) Constraints in Routing Problems
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