

MMPO-005

Master in Business Administration(MBAOL)

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time- 3hrs

MM-100

Section-A

There are seven short answer questions. Attempt any five. Each question carries 4 marks

1. Define Logistics & Supply Chain Management
2. Define Efficient Customer Response (ECR)
3. List down existing IT tools and applications in SCM.
4. What are Software Agents?
5. What is Supply Chain Performance?
6. Explain retail facility location.
7. Define third party logistics (3PL).

Section-B

There are seven medium answer questions. Attempt any five. Each question carries 10 marks

1. Manufacturing and logistics are interrelated so no one can be considered in isolation. Comment!
2. How can customer service improve through proper implementation of SCM?
3. Define SCM integration & describe strategies involved in SCM integration.
4. Discuss the role of Internet in SCM. Explain e-business and e-commerce.
5. Describe customer profitability analysis and its importance.
6. What are various kinds of challenges faced during the process of benchmarking?
7. Write a note on Demand Driven Supply Networks (DDSN's).

Section-C

There are three long answer questions. Attempt any two. Each question carries 15 marks

1. In order to identify and control the bullwhip effect it is pertinent to understand the main factors that contribute towards increase in variability in the supply chain. Discuss these factors.
2. What is the essence of the Balance Scorecard method of Performance Measurement?
3. "Transportation is the most fundamental part of strategic logistic management." Comment on the statement. Also, explain the considerations influencing transportation.