MANAGEMENT PROGRAMME

Term-End Examination

June, 2014

01761

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) Discuss the key processes required to integrate the supply chain.

2. (a) Portray logistics as a key to supply chain management.

    (b) How does batch ordering contribute towards increase in variability in the supply chain ? Describe.

3. (a) List four supply chain information categories. Give examples of information contained within them.

    (b) Why does a company pursue a new Enterprise Resources Planning (ERP) solution ? Explain with example.

4. (a) "Benchmarking raises organisational Consciousness." Discuss with reference to supply chain management.

    (b) What is a Hierarchy based measurement system ? Why is it called so ? Explain.

5. (a) Discuss major constraints of routing. Why are routing problems considered most difficult ? Elaborate.

    (b) Discuss certain environmental realities that govern the smooth running of the supply chain management system.

6. (a) Discuss the importance of outsourcing services like third and fourth party logistics in a supply chain.

    (b) Why is software more a service than a product, given its supply chain characteristics ?