

02992

MANAGEMENT PROGRAMME

Term-End Examination

June, 2016

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) Logistics expenditure accounts for around 15-20% of GDP. Do you agree or not ? Justify your answer.
(b) State some of the strategies that are followed in implementation of Efficient Consumer Response (ECR).

2. (a) What are the factors that influence the warehousing decisions ? Suggest some ways to develop an effective warehousing strategy.
(b) Describe the Push-Pull strategy for the integration of supply chain. Why is it called an ideal mix of both push and pull strategy ?

3. (a) Briefly describe supply chain information categories. Give examples of information contained in these categories.
(b) What is Enterprise Resource Planning (ERP)? ERP consists of different modules. Briefly describe these modules.
 4. (a) "Supply chain compete, not companies". Evaluate this statement from the cost point of view.
(b) "Bench - marking derives an organisation to the conclusion that there are always opportunities within every organisation to learn something new". Comment.
 5. (a) What is the objective of fleet sizing? Discuss some ways to regulate and minimize the fleet size.
(b) Why are the facilities and their locations a major issue in an organisation's logistics system efficiency? Give reasons.
 6. (a) Define the process of Reverse logistics. What are the activities that are included in Reverse logistics?
(b) What are Demand Driven Supply Networks (DDSN)? How does DDSN gives companies cost, time and efficiency advantages?
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