

MANAGEMENT PROGRAMME

Term-End Examination

June, 2015

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) "SCM is viewed as a system that links an enterprise with its customers and suppliers"-
Elaborate!
(b) Discuss the strategies included in Efficient Consumer Response (ECR).
2. (a) Briefly describe the main factors that contribute towards Bullwhip effect in the Supply Chain.
(b) Explain the parallels between Business Process Re-engineering (BPR) and Supply Chain Management (SCM).
3. (a) Under which information categories a Supply Chain can be categorized ? Give examples of information contained in them.
(b) What do you understand by DRP II ? How is it different from DRP ?

4. (a) Discuss the ethical aspects of Customer Profitability analysis.
(b) Describe the perspective based measurement system to measure the performance of the supply chain.
 5. (a) What is Fleet Sizing ? How can it be regulated and minimized ?
(b) Discuss the interdependence of location decisions and distribution decisions. How does this affect the efficiency of the supply chain ?
 6. (a) Why Vendor Managed Inventory (VMI) is recognized as an effective strategy for combating irregularities in the supply chain?
(b) What is the future of brick and mortar educational institutions given the revolution in the educational supply chain ?
-