MANAGEMENT PROGRAMME

03810

Term-End Examination

December, 2010

MS-55 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : 3 hours   *Maximum Marks : 100*

Note :   *Answer any four questions. All questions carry equal marks.*

1. (a)   What do you understand by 'Logistics' ? Give a representative list of logistic elements for a typical manufacturing firm.

    (b)   Is there any difference between a functional product and an innovative product ? How these differences influence the supply chain design and its performance objectives ?

2. (a)   What is Bullwhip effect ? Explain the various tools and techniques to reduce this effect in SCM.

    (b)   Explain global sourcing. Give its advantages and disadvantages. How can one arrive at the best course of action for global sourcing ?

3. (a) What kind of information is contained in various information categories of a supply chain ? Elaborate by giving examples.

   (b) What is Distribution Resource Planning (DRP II) ? How does it differ from Distribution Requirements Planning (DRP) ?

4. (a) What is the need for benchmarking ? Discuss some methods of benchmarking.

   (b) What are supply chain performance measurement systems ? Discuss any one of frameworks that are used in measuring the performance of supply chains.

5. (a) Discuss some location factors determining plant location. Why is it said that choice of location for a plant is one of the most neglected aspects of business ?

   (b) What is Environmental Supply Chain Management (ESCM) ? Discuss some trends and future developments related to ESCM.

6. (a) Explain the concept of Reverse Logistics. What are the activities that are included in Reverse Logistics ?

(b)   Discuss basic principles of SCM that are applicable in any one of the following sectors :

(i)   Healthcare

(ii)   Education

(iii) Retail

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