

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2010**

03701

**MS-55 : LOGISTICS AND SUPPLY CHAIN  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. (a) Every organisation has to move materials to support its operations. What do service companies like Internet service providers move ? Is the concept of supply chain relevant for these companies ?  
(b) The root cause of the problems faced by many supply chains is a mismatch between the type of product and the type of supply chain. Explain this statement in context of demand of the product.
  
2. (a) What do you understand by "Bullwhip effect" ? Mention some factors that contribute towards bullwhip effect. Also suggest some method by which one can reduce this effect.

- (b) Discuss the impact of globalization and its effect on the supply chains. Explain how companies could effectively gear up to the international order ?
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- 3. (a) Describe various supply chain information categories. Give examples of information contained in these categories.
  - (b) Explain the key processes considered in both ERP and SCM. How are these processes different from one another ?
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- 4. (a) "To be blunt, organisations use benchmarking to find ideas for logistics that they can copy or adapt". Explain this with reference to SCM.
  - (b) What are supply chain performance measurement systems ? Discuss one framework that is used in measuring the performance of supply chains.
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- 5. (a) Discuss the interdependence of location decisions and distribution network decisions in context of SCM.
  - (b) Discuss the four alternatives of dispute resolution in context of SCM. Which one is preferable ?

6. (a) "Forward logistics and Reverse logistics are parts of a closed loop supply chain". Explain the statement with help of a diagram.
- (b) Discuss basic principles of SCM that are applicable in any one of the following sectors :
- (i) Banking
  - (ii) Airlines
  - (iii) Health care
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