

INDIAN MARITIME UNIVERSITY
(A Central University, Govt of India)
End Semester Examinations – June 2023

Programme: MBA (PSM/ITLM)

Semester: II

Subject Code: PG21/22T3204

Subject: Logistics and Supply Chain Management

Date: 31.05.2023	Max Marks: 60
Duration: 03 Hours	Pass Marks: 30

General Instructions

All Sections (A, B & C) are to be attempted.
Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each
Choose the correct answer as applicable.

1. Efficient supply chains
 - a. respond quickly to demand
 - b. have higher margins because price is not a prime customer driver
 - c. maintain buffer inventory to deal with demand/supply uncertainty
 - d. maximize performance at a minimum cost

2. The value chain consists of direct and indirect activities. Which of the following is an indirect activity for an enterprise?
 - a. Marketing
 - b. Distribution
 - c. Human Resources
 - d. Service

3. Which one of the following is not a Facility-related metric?
 - a. Average outbound shipment size
 - b. Quality losses
 - c. Actual average flow/cycle time
 - d. Capacity

4. The purpose of supply chain management is
 - a. Provide customer satisfaction
 - b. Improve quality of a product
 - c. Integrating supply and demand management
 - d. Increasing production

5. A firm may choose to build a flexible global supply chain even in the presence of little demand or supply uncertainty if...
- certainty exists in both exchange rates and prices
 - certainty exists in exchange rates or prices
 - uncertainty exists in both exchange rates and prices
 - uncertainty exists in exchange rates or prices
6. Lean production involves
- Improve of speed only
 - Elimination of all types of waste
 - Improve the quality only
 - Elimination of costs
7. A company that tracks inventory and places an order for a lot size Q when the inventory declines to the reorder point (ROP) is using
- Continuous review
 - Occasional review
 - Daily review
 - Periodic review
8. What is the bullwhip effect?
- A phenomenon where small changes in consumer demand can cause large fluctuations in demand upstream in the supply chain
 - A phenomenon where small changes in production capacity can cause large fluctuations in demand downstream in the supply chain
 - A phenomenon where small changes in suppliers' capacity can cause large fluctuations in demand downstream in the supply chain
 - A phenomenon where companies use whips to speed up their supply chain operations
9. Which of the following is not a characteristic information must have to be useful when making supply chain decisions?
- Information must be accurate
 - Information must be accessible in a timely manner
 - Information must be interesting
 - Information must be of the right kind
10. The goal of procurement is
- To analyze spending across various suppliers and component categories to identify opportunities for decreasing the total cost.
 - To analyze spending across various suppliers and component categories to identify opportunities for increasing the total cost.
 - To enable orders to be placed and delivered on schedule at the lowest possible overall cost.
 - To enable orders to be placed and delivered on schedule regardless of cost

Section B

Five Questions of 02 Marks each

11. List and define four major drivers of supply chain performance.
12. Explain how a reduction in lead time can help a supply chain reduce safety inventory without hurting product availability.
13. What are the decision phases in supply chain?
14. What is cross docking?
15. Define Lean Supply Chain Management.

Section C

Seven Questions of 08 Marks each of which any 05 questions to be answered.

16. Identify the major drivers of the supply chain performance and elaborate on any two of them.
17. Discuss, how the supply chain levers can be used to deal with uncertainty in a supply chain.
18. What is the importance of having strategic fit between a supply chain and its competitive strategy? How is strategic fit achieved?
19. Discuss the various strategic options that are considered by the decision makers when designing a global supply chain network in the context of overcoming future uncertainties.
20. Discuss the challenges faced by a supply chain that employs a buy back or a return clause with its retailers. How can these challenges be overcome?
21. Discuss the various options available for the pricing of emissions. What are the dimensions that can be used to evaluate an emissions pricing mechanism?
22. a) How can vendor managed inventory (VMI) improve the supply chain efficiency? What are the key ingredients for the successful implementation of VMI?
 - b) In a hardware warehouse, the independent demand for a commonly used bolt is 500 units per month. The ordering cost is 30 per order placed. The carrying cost is 25 percent per year, and each unit costs 0.50.
 - i) According to the EOQ formula, what lot size should this product have?
 - ii) How often should this product be purchased?
 - iii) A quality team has found a way to reduce ordering costs to 5. How will that change the lot size and the frequency of purchasing for this product?
