

**Indian Maritime University**  
**(A Central University, Govt of India)**  
**End Semester Examinations – June 2023**

**Programme Name: MBA (ITL/PSM)**

**Semester: III**

**Subject Code: PG22T2301/PG21T2301**

**Subject Name: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

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Date: 06.06.2023

Max Marks: 60

Duration: 03 Hrs

Pass Marks: 30

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General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) 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.

**10 x 1 = 10 Marks**

1. Which of the following activity is not related to support activity in the value chain?
  - a. Firm infrastructure
  - b. Human resource management
  - c. Technology development
  - d. Operations
2. Which of the following is the second stage in an integrated supply chain?
  - a. Baseline
  - b. Functional Integration
  - c. Internal Integration
  - d. External Integration
3. The actual performance across all orders for the last 12 months was as follows:  
On-time: 90%  
In-full: 80%  
Error-free: 70%  
Calculate the actual perfect order.
  - a. 50.4%
  - b. 60.4%
  - c. 65%

- d. 75%
4. Full form of the SCOR Model is \_\_\_\_\_.
    - a. Supply Chain Operations Reference Model
    - b. Supply Chain Operations Return Model
    - c. Supply Chain Outsourcing Reference Model
    - d. Supply Chain Organisation Return Model
  5. At \_\_\_ level, the decisions are made with long-term objectives.
    - a. Performance
    - b. Strategic
    - c. Tactical
    - d. Operational
  6. The elapsed time from customer order to delivery is known as \_\_\_\_\_.
    - a. Delivery time
    - b. Order cycle time
    - c. Stock time
    - d. Order-size time
  7. Pipeline management is the process whereby manufacturing and procurement lead times are linked to the needs of the marketplace known as \_\_\_\_\_.
    - a. Logistics pipeline management
    - b. Bottleneck management
    - c. Lead-Time Management
    - d. None of the above
  8. Which of the following statements is true of LEAN?
    - a. Lean principles focus on advanced statistical methods
    - b. Lean principles are separate body of knowledge
    - c. Lean principles have been developed over a lengthy period.
    - d. Lean principles include reducing waste.
  9. The four elements of logistics-derived customer value are \_\_\_\_\_.
    - a. 'Longer, Higher, Cheaper, Closer'
    - b. 'Better, Faster, Higher, Closer'
    - c. 'Higher, Better, Faster, Cheaper'
    - d. 'Faster, Better, Closer, Cheaper'
  10. The essential features of Efficient Customer Response (ECR) are:
    - a. category management, continuous replenishment programme and efficient promotions
    - b. Category management
    - c. Continuous replenishment programme
    - d. category management and efficient promotions

### **Section B**

Five Questions of 02 Marks each

**5 x 2 = 10 Marks**

11. What is Resilience?
12. What do you mean by perfect order and when it is achieved?

13. What is benchmarking?
14. What are the goals of Logistics pipeline management?
15. Write a short note on supplier development.

### **Section C**

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

**5 x 8 = 40 Marks**

16. What is Competitive advantage? Explain the three-way relationship of the 'Three Cs' in the competitive advantage.
  17. Explain the drivers of shareholder value with appropriate examples.
  18. What do know about globalization? Explain the major trend toward globalization in the supply chain.
  19. Differentiate between pull and push supply strategies.
  20. Discuss Japanese philosophy and explain the effect of reducing the economic order quantity with the appropriate figure.
  21. Explain the idea behind the Balanced Scorecard and discuss its four-step process.
  22. What is customer service? Explain the process of setting customer service priorities by using Pareto Law.
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