

INDIAN MARITIME UNIVERSITY
(A Central University, Govt of India)

End Semester Examinations– December 2023

Programme Name: MBA (ITL/PSM)

Semester: III

Subject Code: PG22T2301/PG21T2301

Subject Name: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Date: 21/11/2023

Max Marks: 60

Duration: 03 Hrs

Pass Marks: 30

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.

1. Which of the following is an example of proactive customer service?
 - a. Answering customer inquiries promptly
 - b. Offering a refund when a customer complains
 - c. Sending personalized product recommendations
 - d. Ignoring customer feedback

2. Why is it important for a company to understand its strategic lead time?
 - a. To speed up production processes
 - b. To reduce lead time variability
 - c. To align supply chain strategies with market demand
 - d. To increase transportation efficiency

3. What should be the primary focus of benchmarking efforts?
 - a. Beating all competitors in every aspect
 - b. Achieving the lowest cost in the industry
 - c. Identifying and adopting best practices to improve performance
 - d. Maintaining the status quo

4. Which aspect of logistics is most closely associated with environmental sustainability and change?
 - a. Inventory management
 - b. Transportation optimization
 - c. Supplier relationships
 - d. Marketing and sales

5. Which technology is often used to track and manage inventory within a Logistics Information System?
- Augmented reality
 - Blockchain
 - RFID (Radio-Frequency Identification)
 - Virtual reality
6. If the actual performance of supply chain across all orders for the last 12 months is On-time delivery: 90%, In-full 90%, Error-free: 90%. Then perfect order achieved is
- 90%
 - 81%
 - 72.9%
 - 27.1%
7. Which principle of logistics costing emphasizes the importance of accurately assigning costs to specific products or services?
- Cost allocation
 - Cost minimization
 - Cost transparency
 - Cost leadership
8. What is the purpose of measuring the "backorder rate" in logistics?
- To assess employee performance
 - To calculate transportation costs
 - To evaluate the percentage of customer orders that cannot be immediately filled
 - To determine facility maintenance expenses
9. Just-in-Time (JIT) inventory management aims to:
- Maximize inventory levels to reduce stockouts
 - Minimize lead times and carrying costs
 - Maximize safety stock to prevent shortages
 - Streamline production processes
10. Inventory Turnover can be calculated by:
- Ratio of average inventory cost over cost of goods sold
 - Ratio of cost of goods sold over average inventory cost
 - Ratio of inventory days in stock over average inventory cost
 - Ratio of average inventory cost over inventory days in stock

Section B

Five Questions of 02 Marks each

11. What are the five basic drivers of shareholder value?
12. What is Supply Chain Event Management (SCEM)?
13. Define lifetime value of a customer.
14. Write a short note on Benchmarking
15. What are the advantages and disadvantages of high and low inventory levels?

Section C

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

16. What are the core principles of a service-driven logistics system, and how do they differ from traditional logistics approaches?
17. What are the key performance indicators (KPIs) commonly used for benchmarking supply chain operations?
18. What is the concept of strategic lead-time in supply chain management, and how does it differ from traditional lead-time?
19. Briefly explain how value advantage and cost advantage can create competitive advantage for a company.
20. Explain the concept of logistics partnerships and how they contribute to supply chain efficiency and effectiveness?
21. What role does data analytics play in a Logistics Information System?
22. Explain how effective pipeline management can lead to successful control of logistics lead time.
