

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – June 2024
Programme Name: MBA(ITLM/PSM)
Semester: II
Subject Code: PG22T3204/PG21T3204
Subject Name: Logistics and Supply Chain Management

Date: 05.06.2024

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. What is a key advantage of the pull strategy in supply chain management?
 - a. Minimizes inventory holding costs.
 - b. Enables efficient utilization of production capacity.
 - c. Reduces lead times in the supply chain.
 - d. Enhances forecast accuracy.

2. The purpose of analysing implied demand uncertainty is to:
 - a. Minimize lead times in the supply chain.
 - b. Reduce the need for safety stock.
 - c. Improve supply chain responsiveness.
 - d. Optimize transportation logistics.

3. The bullwhip effect is exacerbated by:
 - a. Low implied demand uncertainty.
 - b. Stable production processes.
 - c. Long lead times.
 - d. Accurate demand forecasts.

4. Which of the following statements best describes the impact of cultural differences on regional logistics?
 - a. Cultural differences have little to no impact on regional logistics.
 - b. Cultural differences can affect communication styles, business practices, and relationship-building in logistics operations.
 - c. Cultural differences only affect customer preferences but not logistics operations.
 - d. Cultural differences primarily impact economic conditions but not logistics operations.

5. Which inventory management approach focuses on minimizing waste and excess inventory by producing goods only as needed?
 - a. Economic Order Quantity (EOQ)
 - b. Vendor Managed Inventory (VMI)
 - c. Just-in-Time (JIT)
 - d. Safety stock management

6. In which type of system does risk pooling typically lead to lower overall inventory levels?
 - a. Centralized system
 - b. Decentralized system
 - c. Just-in-Time (JIT) system
 - d. Vendor Managed Inventory (VMI) system

7. Which KPI evaluates the responsiveness of logistics operations to customer demands?
 - a. Supplier lead time
 - b. Order accuracy rate
 - c. Cost per unit shipped
 - d. Perfect order fulfillment

8. What role does cost analysis play in the buy/make decision framework?
 - a. It is the sole criterion for decision-making.
 - b. It is not considered in the framework.
 - c. It is considered alongside other factors such as quality and risk.
 - d. It is irrelevant for outsourcing decisions.

9. Which of the following is NOT a typical criterion for evaluating potential outsourcing partners?
 - a. Financial stability
 - b. Ethical standards
 - c. Cultural fit
 - d. Product variety

10. What is cross-docking in logistics management?
 - a. Transferring goods between different warehouses
 - b. Storing goods for an extended period in a warehouse
 - c. Directly transferring goods from inbound to outbound transportation vehicles with minimal storage time
 - d. Outsourcing logistics operations to third-party providers

Section B

Five Questions of 02 Marks each

11. Define Supply Chain Surplus.
12. Define Reverse Logistics.
13. What is Risk Pooling?
14. What is safety inventory?
15. Why is the length of a supply chain important when considering demand uncertainty in designing a supply chain network?

Section C

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

16. The flow of information is becoming increasingly important in supply chain management. Describe the key effects of information on supply chain performance in terms of responsiveness and efficiency with reference to the logistics industry.
17. How do decision makers balance centralized versus decentralized supply chain networks to enhance agility and resilience in the face of future uncertainties?
18. What role does strategic fit play in the selection of target markets and expansion strategies, particularly in terms of market compatibility, regulatory environment, and consumer preferences?
19. What strategic considerations are prioritized when evaluating nearshoring versus offshoring options to mitigate risks associated with geopolitical instability and transportation disruptions?
20. How do decision makers evaluate the trade-offs between in-house production (make) and outsourcing to external suppliers (buy) in the context of supply chain optimization and cost-effectiveness?
21. What are the common challenges faced by SMEs in managing their supply chains?
22. Discuss the importance of data analytics and real-time visibility in improving decision-making and mitigating risks under supply chain.