

Indian Maritime University

(A Central University, Govt of India)

End Semester Examinations – December 2022

Programme Name: MBA (ITL/PSM)

Semester: III

Subject Code: PG22T2301/PG21T2301

Subject Name: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Date: 19.12.2022	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 Logistics leverage opportunities for value advantage is by

- a) Capacity utilisation
- b) SMED
- c) Asset turn
- d) Tailored services

2. A company produces 400 bicycles every day. Each bicycle is worth Rs 250. The inputs used to make those bicycles are labour, materials, and machine costs. The company pays their employees a total of Rs10,000 per day, the materials to make those bicycles cost Rs 50 per bike, and the cost to operate the machines is Rs 3000 per day. Based only on the data provided, what is this company's total productivity for one day?

- a. 3.03
- b. 0.33
- c. 0.77
- d. 1.31

3. Which of the following tends to reduce safety stocks among supply chain members, generating even less variability in supply chain orders?

- a. Forward Integration
- b. Internal quality standards
- c. Information visibility

d. SMED

4. Primary activities in Porter's value chain include

- a) Procurement activity
- b) Human resource activity
- c) Operations
- d) Technology development

5. The time that elapses from when a company receives an order until it gets paid for delivering the order is called the:

- a. Product life cycle
- b. Order to cash cycle
- c. Order management process
- d. Replenishment process

6. If the actual performance of supply chain across all orders for the last 12 months is On-time delivery: 99%, In-full 99%, Error-free: 99%. Then perfect order achieved is

- a) 99%
- b) 97%
- c) 100%
- d) 98%

7. In today's market order winning criteria is mostly

- a. Service based
- b. Product based
- c. Cost based
- d. Organization structure based

8. Which of the following is NOT one of the four perspectives of the Balanced Score Card framework?

- a. Financial
- b. Internal Business Process
- c. Customer
- d. Reliability

9. JIT is a _____ system.

- a. push
- b. EOQ
- c. MRP
- d. pull

10. Inventory Turnover can be calculated by:

- a. Ratio of average inventory cost over cost of goods sold
- b. Ratio of cost of goods sold over average inventory cost
- c. Ratio of inventory days in stock over average inventory cost
- d. Ratio of average inventory cost over inventory days in stock

Section B

Five Questions of 02 Marks each

11. How Activity Based Costing approach will improve in realistic price determination.

12. Explain customer profitability analysis. How it is used in segmenting customers

13. What is meant by time-based competition? Explain

14. What are some ways that redundancy can be built in supply chain? What are the pros and cons of building redundancy in supply chain?

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 is bench marking? How can you set service benchmarks? How supply chain performance is measured? Explain at least 3 Supply chain performance measures

17. What is bullwhip effect? explain few approaches to alleviate the Bull whip effect?

18. What is meant by lead time in supply chain? Describe approaches by which lead time in supply chain can be reduced ?

19. Discuss push based supply chain and pull based supply chain with examples. Identify the optimum location for push pull boundary

20. What are the features of lean supply chain? How value stream mapping is used to achieve lean supply chain ?

21. Explain why supply chain process integration is so important to the success of supply chain trading partners.

22. Discuss some examples of regional products and of true global products. What are the products that make them better suited to being regional or global products ?

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