

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641043.**

**Master's Degree Examination – November 2018
III Semester**

**Class : II PG
Major : Business Administration**

**Time: 3 hours
Max. Marks: 60**

17MBAC22M/23M SUPPLY CHAIN AND LOGISTICS MANAGEMENT

PART –A

(10*1/2 = 5)

Choose the Correct Answer

1. Group of businesses take ownership title to products or facilitate exchange during the marketing process from original owner to final buyer is called as _____
a.Alliance b. Group dynamics c. Storage d. Channel
2. Service failures occurs due to _____
a.Malfunction b. Zero defect service c. Value addition d, Perfect service
3. The capacity to have inventory when it is desired by a customer is _____
a.Availability b. Stock out frequency c. Fill rate d. Orders shipped complete
4. _____ is a projection or prediction of the volume or number of units that are likely to be produced, shipped or sold
a.Standard b. Forecast c. Premises d. Strategy
5. The time that goods remain in the transportation equipment during delivery is known as _____
a.Lease space b. Field warehousing c. Bonding d. Storage transit
- 6.The carrier consist of a firm providing its own transportation is known as _____
a.Private carriers b. Exempt carriers c. Contract carriers d. Common carriers
- 7.All raw materials, work-in-process and finished goods within a supply chain is called as _____
a.Semi-finished goods b. Inventory c. Work-in-process d. Transportation
8. _____ deals with finding ways to reach the products or services where and when they are wanted
a.Logistics b. Supply chain c. Customer relationship d. Materials handling
9. _____ consisting of not only buying and selling, but also serving customers and collaborating with business partners on the internet
a.E-Marketing b. E-Business c. E-SCM d. E-CRM
- 10.Increased uncertainties associated with distance, demand, diversity and documentation are more in _____
a.Domestic logistics b. Global logistics c. Regional operations d. Internal operations

PART – B

(5*4=20)

Answer ALL the following

Each answer should not exceed 200 Words or one page

- 11.a. What are the salient features of supply chain management? Explain
(Or)
- 11.b. Distinguish between supply chain and logistics management
- 12.a. What are the steps involved in materials requirement planning? Explain
(Or)
- 12.b. Write short notes on “Enterprise Resource Planning (ERP)”
- 13.a. What are the objectives of transportation? Explain
(Or)
- 13.b. Briefly explain the need for warehousing in supply chain and logistics management
- 14.a. Write short notes on “Customer Relationship Management”
(Or)
- 14.b. What are the integrated logistics? Explain
- 15.a. What are the issues of Supply Chain Management in global environment? Explain
(Or)
- 15.b. Briefly explain the need for managing international logistics

PART – C

(5*7=35)

Answer the following

Each answer should not exceed 600 words or three pages

(Q 20 is Compulsory)

- 16.a. Describe the importances of supply chain flows
(Or)
- 16.b. What are the drivers and obstacles of supply chain? Explain
- 17.a. What are the demand forecasting techniques? Explain
(Or)
- 17.b. Discuss in detail about the role of inventory management in the context of supply chain and logistics management
- 18.a. What are the various modes of transportation? Explain
(Or)
- 18.b. Describe the various steps involved in warehousing decisions
- 19.a. Differentiate CRM with SCM
(Or)
- 19.b. Enumerate the role of e-business in SCM
- 20.a. **Compulsory Question:**

“Amway India Enterprises” has redefined its supply chain. Growing competition and growth of business of Amway were the compelling reasons. Since its inception in 1998 to 2001, it has reached a sales turnover of INR 5000 million. At present, Amway has 40 offices catering to 400 cities and owns spread across the country. It will be increased to 54 offices to provide service to 450 Indian cities. In the beginning, all supplies from the manufacturing units were consolidated at a central warehouse at Nagpur for distributing finished products across the country. The company’s growth led to abolition of the central warehouse and the creation of four

regional mother warehouses located at Bangalore, Kolkata, Delhi and Mumbai. These will be serviced directly from the manufacturing units. To enhance the supply chain efficiency and effectiveness, Amway's warehouses, offices and manufacturing plants are connected online to have real-time sales data for inventory planning. It is to design a fully integrated and seamless logistics system in which a product sale at one end generates an order for raw material at the other end.

Questions:

- a. Evaluate the pros and cons of regional warehousing system
- b. Is it prudent to abolish centralized warehousing system in India?
- c. Compare traditional warehousing and "Next-Gen" Warehousing management system
- d. Why the Amway Company is abolishing centralized Warehousing system?
- e. How to enhance the supply chain efficiency and effectiveness through redefined Warehousing system?