

Code No: 13MBA2027**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)****MBA IV Semester Regular / Supplementary Examinations, May – 2016****LOGISTICS AND SUPPLY CHAIN MANAGEMENT****Time: 3 Hours****Max. Marks: 60****Answer any FIVE questions****All questions carry equal marks****Question No.8 is Compulsory.**

1. What is Service-driven logistics system? Explain it with the help of Service Capability.
2. Briefly explain the focus areas in supply chain management and its impact on the success of the organization.
3. What are various cost drivers and explain the concept of activity based costing?
4. Define supply chain map. Explain in detail the process of supply chain mapping with an example.
5. Discuss about transportation infrastructure. Why are suppliers of transportation services important?
6. Describe the relationship between CRM and SCM. Explain the role of IT in supply chain.
7. Define Global Supply Chain and explain Global supply chain business process in different organizations.
8. **CASE STUDY (Compulsory)**

Early in the morning in August 2000, Mr. Rambhai, Head of the eastern region of Container Corporation of India (CONCOR), was concerned as he ran through the figures of CONCOR's performance for the year 1998-99. There had been signals from the top management, the eastern region, more specifically the northeast, ought to do better. That year, the eastern region had contributed 6 percent of the CONCOR throughput, with the northeast (Amingaon) contributing less than half percent. Almost the entire outward movement from Amingaon consisted of tea for export. The domestic segment, however, registered much lesser volume and growth, with road transport competing and taking the lion's share. The figures for 1999-2000 were expected to be no different. Mr. Rambhai was now contemplating how to develop the domestic market and curtail the shift from rail to road transport?

Question:

- i. What mode of transportation is feasible for CONCOR and why?