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Code: 16MBA4003

SET-2

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

**II MBA IV Semester Regular Examinations, April, 2018
LOGISTICS & SUPPLY CHAIN MANAGEMENT**

Time: 3 Hrs

Max. Marks: 60

**Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

1. a) Define the term 'Logistics' and discuss the benefits gained by a firm by having an efficient logistics system. **6**
b) Explain the different process cycles present in the supply chain management. **6**
2. a) Describe the major logistic activities in a firm. **6**
b) What do you mean by logistics management and explain different modes of transportation in a logistics system. **6**
3. a) What is meant by 'total cost analysis' and explain the features of activity based logistics costing system. **6**
b) Write briefly about various types of cost data needed for logistics costing **6**
4. a) What do you meant by 'economics of distribution' and discuss the various opportunities for reduction of physical distribution costs of a firm. **6**
b) What is 'Bullwhip effect' and discuss various causes of Bullwhip effect in supply chain management. **6**
5. a) Distinguish between 'sourcing and outsourcing' and list out major activities in strategic sourcing management of a firm. **6**
b) Discuss about the different service characteristics need to be analysed while selecting the mode of transportation. **6**
6. a) Explain about different Information Technologies used in logistics and supply chain management. **6**
b) What is meant by co ordination in supply chain? List the different obstacles to gain coordination in supply chain management. **6**

7. a) Write briefly about global supply chain management and its importance in supply chain management in globalised business **6**
- b) Discuss the major challenges of global logistics firms in the present day business. **6**

8. **CASE STUDY:** **12**

Truck All (TL) is a medium sized specialized truck body manufacturer located in Hyderabad. TL has an annual turnover of more than Rs.500 Crore. These trucks are well-received in both Indian as well as international markets. TL has about 20 vendors located within a radius of about 200Kms. The remaining vendors (5 more) are spread across the country. The following features are applicable for TL.

- A) Manufactures 20% (in Rs) of its final product, components and subassemblies to stock.
- B) Builds most final assemblies of major items to order. The competitive strength of TL lies in its ability to produce high quality final products with engineering modifications to the customer's specifications. TL has software by which design changes are incorporated into production plan.
- C) Have approximately 400 shop employees, 15 departments, and 10 distributors where final mounting of truck bodies on chassis has sometimes performed.
- D) Annually sells 25 to 50% of its product to the export market (in Nepal, Bhutan, Sri Lanka and Middle east etc.)
- E) Experiences problems with delayed delivery from chassis manufacturer when truck bodies are mounted on the chassis at the plant. Often, the delivery time is a contentious issue.
- F) Has wandering bottlenecks in the plant and in engineering as the mix of orders and order processing shifts. Sometimes customers (especially institutional) also keep changing their requirements. These are difficult to handle at the last minute.

Questions:

- 1. List at least 6 important performance indicators to evaluate the effectiveness of SCM at TL.
- 2. Suggest suitable measures to handle the difficulties of TL.