



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management
Graduate Diploma in Materials Management

June 2012

PAPER No. 11

LOGISTICS & SUPPLY CHAIN MANAGEMENT

Date : 15.06.2012
Time : 10.00 a.m. to 1.00 p.m.

Max. Marks :100
Duration : 3 Hrs.

Instructions

1. **PART A** is compulsory. Answer all questions. Total marks = 32
2. From **PART B**, answer any three questions. Each question carries 16 marks. Total marks = 48
3. **PART C** is **Case Study** and is compulsory. Answer the questions reflecting through understanding of the case. Total marks = 20
4. Please read instructions on the answer sheet carefully.

PART - A

Q.1. State True or False

Marks: 08

- 1) Logistics is essential only in manufacturing sector but not in service sector.
- 2) Supply chains excludes customer's customer but includes supplier's supplier.
- 3) The minimum stock level excludes safety stock.
- 4) One of the objectives of supply chain is shorter lead time.
- 5) The factor local levies have a bearing in site selection.
- 6) Bin Shelving systems are useful for smaller parts.
- 7) One of the rules followed while designing the storage system is to maximize the travel distance.
- 8) "A" class items (ABC analysis) equals to Large inventories.

Q.2. Fill in the blanks.

Marks: 08

1. The primary objective of any supply chain management is ----- reduction. .
2. Outsourcing logistics operation to a ----- adds to the bottom line for both retailer and manufacturer.
3. Transport involves ----- , loaders and unloaders.
4. Customer Service involves consistent provision of ----- and ----- utility.
5. The technique used to identify the segments is known as -----analysis.
6. Racks are commonly used in warehouses where ----- volumes of uniform ----- loads are required to be stored.
7. A process of consolidating a large number of items in convenient packs is called -----
8. Products , ----- and money are basically three types of flows in logistics environment.

Q.3. Expand the following.

Marks: 08

1. TCO , 2.VCM , 3. POP , 4. WAFR
5. GDP, 6. PLC , 7. IATA, 8. RDC

Q.4. Match A and B

Marks: 08

A	B
1. Safety stock	a. Dell Computers
2. High priority to Logistics	b. Reverse logistics
3. Service attribute	c. OTIF
4. Perfect Order	d. Bull-whip
5. Returnable packaging	e. Seasonality
6. Virtual warehouse	f. A single storage system
7. SOS analysis	g. Buffer stock
8. Forrester effect	h. Length of the Lead Time

PART - B

Answer any 3 questions out of 5 questions from sl.no.5 to 9. (16 marks each x 3 = 48 marks)

Q.5. Define distribution channel? Mention important factors in developing a distribution channel?

What are the requirements of channel members?

Q.6.a. Discuss principles of Materials Handling.

Q.6.b. Mention the ways which are possible to have zero inventory?

Q.7.a.Mention various emergency situations in which products are recalled?

Q.7.b. Mention non-financial measure of logistics activities?

Q. 8. Why do a company / organization go for outsourcing? By outsourcing what are the benefits which can be attained by the company / organization?

Q.9. Write short notes for any 4 of the following.

- a. Difference between 3PL and 4PL
- b. After market customer service
- c. Licensing of warehousing
- d. Outbound Logistics
- e. Challenges of Global Logistics

PART – C

(20 marks)

Case Study

M/s Travalogue is an MNC started recently looking for a structured Logistics Information System to cater to the needs of the customers. In the first phase, MD Ram Kapoor wanted the following activities to be looked after by four designated persons to run the LIS function smoothly and efficiently. Various activities to be taken up are asset management , cost control , customer service , capacity planning , partnerships , alliances , customer order registration , procurement , warehousing , vehicle routing , channel integration and outsourcing. Four persons designated for the above activities are Amar, Akbar, Anthony and Anand. Logistics Head Vikram after scrutinizing the profiles of the four persons has given the roles to each one a certain level to do the above activities. The four levels like operating, tactical, control and strategic are assigned to Amar, Akbar, Anthony and Anand respectively. You have been appointed as the Consultant to review the LIS in Travalogue. You are asked by the MD to come out with a matrix of who is doing what and in which level they are working. Also he needs to know the elements primarily consist in a LIS.

Please answer the following questions.

10. a. Mention & briefly explain three activities Amar is carrying out? – 3marks
10. b. Mention & briefly explain three activities Akbar is carrying out? – 3marks
10. c. Mention & briefly explain three activities Anthony is carrying out? – 3marks
10. d. Mention & briefly explain three activities Anand is carrying out? – 3marks
10. e. Prepare a chart showing activities each one is doing and at what level? – 4 marks
10. f. Mention & briefly explain four primary elements for a LIS? – 4 marks
