

INDIAN INSTITUTE OF MATERIALS MANAGEMENT

DEC-2010 Post Graduate Diploma in Logistics Management

Paper –3

Strategies and Organization in Logistics

Date: 13.12.2010

Max. Marks: 100

Time: 10.00 am to 1.00 pm

Duration: 03 Hrs.

Instructions:

1. From Part - A, answer all questions, each sub question **BLANKS** carries 1 mark
 2. From Part – B, answer any three questions out of five questions. Each question carries 16 marks.
 3. Part –C is a case study of 20 marks.
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PartA

Q.1 True or False

- a) The operating responsibility of logistics is the geographical positioning. -
- b) Logistics does not adds value .
- c) The role of logistical senior management is cross- functional coordination.
- d)Service reliability involve the Quantity attributes of logistics.
- e) The customer commitment is the core of formulating logistics strategy.
- f)The overall logistical management is concerned with operations and coordination.
- g) Operations deal with strategic movement and transportation..
- h)The customer order is not the main transaction in logistics -

Q.2. Fill in the blanks.

Marks(8)

- a) Information flow renders a logistical system _____
- b) _____ is the backbone of overall information system
- c)_____.is any unexpected event that disrupts system performance.
- d) The final logistical design objective is -----support.

e) one of the most significant logistical costs is _____

f) The primary unit of analysis for integrated logistics is the _____ cycle.

g) 4 D's stands for distance, _____, diversity & _____

h) Logistics quality is all about _____

Q.3. Give full-form of the following.

i) IMM

ii) GATT

III) EFTA.

IV) SAD.

V) EDI

VI) FOB

VII) EDLP

VIII) ECR

Q.4 : Define in term: Any 4

1) Logical competency.

2) TQM .

3) ISO900

4) Centralization .

5) Teaming

PART – B

Q.5. Discuss the concept of functional aggregation with all five stages?.

Q.6) (a) Discuss three objectives for developing and implementing performance measurement systems?

(b) Write down characteristics of an ideal measurement system?

Q.7a) Explain Which forces drives the Borderless world?

b) Explain various global operating levels?

Q.8. (a) Explain five categories of value added services ?

(b) Discuss three fundamental dimensions of customer service?

Q.9. Write short notes (Any four)

a) Operative objectives.

b) Benchmarking.

c) Trend report.

d) Barriers to global logistics.

e) The Stateless Enterprise.

f) Distribution channel.

PART- C

Q.10. Case Study....

Alpha Limited manufactures air conditioners of different sizes and types. For manufacturing air conditioners most of the components are purchased from vendors: only some critical machinery work is undertaken by the company before the various components are used for assembly. The company has manual inventory control system. This system is not able to provide timely information to produce various components. In order to overcome this problem the company wanted to install computerized inventory control system. For this purpose the company hired an information system analyst. He undertook a study of the present inventory control system so that he could design job standardized forms in which relevant information about purchasing and usage of various components should be given for production department and accounting department. However he has surprised to find that each department had a different view of what should go in the forms.

Questions:

- 1) Identify the possible reasons for differing views of various departments with regard to contents of the forms?
- 2) Advise about the contents of forms which will be useful for the computerized inventory control system?