

INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Logistic Management
Paper –3
Strategies and Organization in Logistics

Date : 10-6-2009
 Time: 10 am To 1.00 pm

Max. Marks: 100
 Duration: 3 Hrs.

Instructions:

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

Part –A

Q.1. Match the following

| | | |
|--------|-------------------------|---|
| (i) | Product life cycle | A) Company's values, beliefs, business principles etc. |
| (ii) | Strategic planning | B) Customer's attribution of greater worth in fulfilling a need to a certain product as compared to that of competitors. |
| (iii) | Organizational culture | C) Document giving details of merchandise being shipped |
| (iv) | Shipping Invoice | D) Vessel engaged in transportation of bulk cargo on a time chartering basis. |
| (v) | Superior Customer Value | E) An important financial Ratio |
| (vi) | Tramp | F) Written commitment of issuing bank to pay a sum to a beneficiary on behalf of their customer in the event customer himself does not pay the beneficiary pursuant to underlying obligation. |
| (vii) | Letter of Credit | G) Four stages introduction ,growth, maturity and decline |
| (viii) | ROI | H) Planning process dealing with organizational goals and objectives |

A) Fill in the blanks.

| | | | |
|-------|-------------------|--------------------|-------------------|
| (i) | Parameters | Domestic Logistics | Global Logistics |
| (ii) | Performance cycle | Shorter | i)----- |
| (iii) | Documentation | ii)----- | Complex |
| (iv) | Alliance | Few | iii)----- |
| (v) | Information Flow | iv)----- | Multiple channels |

v) Bar Code is -----

vi) In the bar code ----- is the area immediately preceding the start character and following the stop character, which contains no marking.

vii) Kiosk is the highway control room for monitoring the location of ----- .

viii) Symbology is ----- language.

B) Give the full form of

- I. AGV
- II. JIT
- III. VSAT
- IV. ERP
- V. AITS
- VI. RFT
- VII. DRP
- VIII. GPS

C) State whether True OR False.

- I. Export license is a permit allowing goods to be imported.
 - II. Certificate of origin is a document prepared by the exporter to identify goods originated in a certain country.
 - III. Inspection certificate certifies that merchandise was in good conditions prior to shipment.
 - IV. Insurance certificate is a non negotiable document.
 - V. Packing list gives the details of packaging materials.
 - VI. Dock receipt is a proof of delivery of goods received at the dock or warehouse of shipping company
 - VII. Bill of lading is document prepared by air carrier for receipt of goods meant for transportation.
 - VIII. Free Trade Zone facilitates the transaction and smooth physical flow of goods.
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Part B

(Answer any three Questions.)

- Q.5) What are the dimensions of customer values?
 - Q.6) What do you understand by Logistics Strategies?
 - Q.7) What are the operational factors in Global Logistics?
 - Q.8) Discuss strategic issues in global logistics'.
 - Q.9) Explain logistic performance levels.
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Part C

(Compulsory Question)

Q.10) Discuss strategies and organization of Mumbai Dabbawallas for the following issues

- I. Six Sigma
- II. Coding System
- III. Organization structure
- IV. Day to day Management