

Roll No.

MU-2405

Logistics and Supply Chain Management

Master of Business Administration

(MBA-13/MBA-12/MBA-10)

Fourth Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 60

Note : This paper is of **sixty (60)** marks containing **three (03)** sections A, B and C. Learners are required to attempt the questions contained in these sections according to the detailed instructions given therein.

Section-A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of fifteen (15) marks each. Learners are required to answer *two* (02) questions only.

1. What are the different models of inventory used by warehouses for managing stock ?
2. Design a vendor development form for a Refrigerator manufacturing company for selecting a highly specialized logistics provider as a vendor.
3. What do you understand by Bullwhip effect in supply chain ? Discuss the major causes of bullwhip effect in supply chain.
4. When Christopher says that 'Supply chains compete, not companies' ? What exactly does he mean ? Evaluate this statement from the cost point of view.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of five (05) marks each. Learners are required to answer *four* (04) questions only. Answer each question not more than 250 words.

Briefly discuss any *four* of the following :

1. Packaging and its Principles and functions
2. Kanban system
3. Performance cycles
4. Transportation Models
5. Distribution Network Planning Systems
6. Supply Chain Management and B2B Commerce
7. Supply chain management system for Uttarakhand
Role of forward and backward integration in SCM.
8. Warehousing Strategies.

Section-C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory.

1. Which of the following is not a TQM Model ?
 - (a) The European Quality Model
 - (b) The Malcom Baldrige Award Model
 - (c) The BCG Matrix Model
 - (d) The CII Model

[3]

MU-2405

2. Which of the following is not an 'assignable cause' of variation ?
 - (a) Improper size
 - (b) Improper specification
 - (c) Incorrect pneumatic pressure
 - (d) Wear and Tear
3. What is ISO 9000 ?
 - (a) A System
 - (b) A Process
 - (c) A Procedure
 - (d) A Document
4. To achieve excellence, _____ processes are employed and international certification sought.
 - (a) information
 - (b) operations
 - (c) quality
 - (d) benchmarking
5. PDCA cycle is also known as :
 - (a) Pie chart
 - (b) Juran's cycle
 - (c) Deming's cycle
 - (d) Alfred's cycle
6. _____ refers to a set of activities undertaken to optimise the business process for improving the performance, deliver better value for the customer, maximize the earnings and keep ahead of competition.
 - (a) Project Management

- (b) Business Process Management
 - (c) Total Quality Management
 - (d) Quality Management
7. JIT refers to _____
- (a) jump in time
 - (b) judge in time
 - (c) just in time
 - (d) job in time
8. _____ approach focuses on robust design.
- (a) Frederick Taylor
 - (b) Taguchi
 - (c) John Collins
 - (d) Meyer Collins
9. SPC stands for :
- (a) Statistical Path Control
 - (b) Statistical Process Control
 - (c) Sub Path Control
 - (d) Statistical Product Control
10. Productivity is :
- (a) Input over output
 - (b) Output over input
 - (c) $\text{Output} \times \text{input}$
 - (d) Efficiency