

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

Paper-11 (NEW)
LOGISTICS & SUPPLY CHAIN MANAGEMENT

DATE: 10.06.2008
TIME: 10:00 a.m. TO 1:00 p.m.

MAX. MARKS: 100
DURATION: 03 HRS

Instructions:

1. From Part-A, answer all questions (compulsory), each sub question carries 1 mark.
Total Marks: 32
2. From Part-B, answer any 3 questions out of 5 questions. Each question carries 16 marks.
Total Marks: 48
3. Part-C is a case study with sub-questions (compulsory). Read the case study carefully and answer the questions.
Total Marks:20
4. Please read the instructions on the answer sheet carefully.

Part -A

Total Marks: 32

- Q.1.** State whether True or False:
- a) The logistics concept is based on the system approach.
 - b) Logistics is not always referred to as Physical distribution.
 - c) The Inventory is the greatest culprit in the overall supply chain of the firm.
 - d) Warehousing is not a key decision area in logistics.
 - e) "Cost" is the most important consideration in the selection of a particular transport mode.
 - f) The logistics activities do not include only transportation and storage.
 - g) The supply chain is not the link between Procurement, manufacturing and distribution..
 - h) Today logistics is used as a tool for developing competitive advantage.
- Q.2.** Fill in the blanks:
1. Information is not _____ factor in logistics competitiveness.
 2. _____ task of inventory control is to _____ stock limits.
 3. Stock _____ is not an _____ measures of customer service
 4. Freight is the _____ cost element in _____ cost.
 5. Today, logistics management is based on the _____ concept and _____ approach.
 6. The customer service _____ helps in building the long term _____ relationship.
 7. _____ of delivery is a key element in customer service.
 8. Logistics basically _____ the source of supply with source of _____.

Q.3. Match the followings—

Col. 'A'	Col. 'B'
1. Logistics is sometimes referred to	a) an important measure of customer service.
2. Stock availability	b) measure of the efficiency of the system .
3. Productivity is an important performance	c) as the other half of marketing.
4. Traditionally the role of distribution in the business process	d) is warehousing transportation.
5. Material flow across the supply chain	e) of the product/ service offered to the customer. .
6. Order process time is the most important measure	f) is done in close consideration with the suppliers.
7. Customer service is the most important dimension	g) activity of inventory measurement across the supply chain.
8. Logistics is basically an information based	h) of the customer service in physical distribution.

Q.4. Write short notes (on any **four**)

- a) Order Processing Time
- b) Public Warehouses
- c) Outboard Logistics
- d) Pallets
- e) J I T
- f) Fourth Party Logistics.

Part--B

(Answer any THREE questions)

- Q.5.** “Logistics is the key to the success of the supply chain of a firm.”Explain.
- Q.6.** “Value added service is an innovative approach adopted for gaining a competitive edge “, cite a few examples to support this statement.
- Q.7.** What is meant by “Supply chain Mapping “?
How does it help in the success of an organization?
- Q.8.** Discuss the role of inventory in the logistics supply chain system.
- Q.9.** Discuss the various objectives of logistical Packaging.

PART-C

Total Marks: 20

(Case study compulsory)

Q.10. A Leading FMCG co. which manufactures TVs, VCRs, Refrigerators etc., has two factories at Bangalore and Pratapnagar. The Company delivers their products on weekly basis to their authorized Distributors in Mumbai, New Delhi, Chennai and Kolkatta.

The Average weekly supply of a particular standard Model of TV and the weekly demand for each of the four distributors is given below:-

Factory	Weekly Supply Of units	Distribution Centre	Weekly demand Of units
Bangalore	400	Mumbai	200
Pratapnagar	300	New Delhi	150
—	—	Chennai	175
—	—	Kolkatta	175

Transportation Costs (Rs./ unit approx.)—

Factory	Mumbai	New Delhi	Chennai	Kolkatta
Bangalore	130	150	110	120
Pratapnagar	110	70	150	130

Questions:---

1. Find out the Optimum transportation Network.
2. What will be the total weekly transportation cost from each factory?
