



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2014

CO 5406 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Date : 10/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL questions

(10 x 2 = 20)

1. What do you mean by 'Logistics'?
2. Identify the unique objective of a supply chain.
3. What do you understand by the term 'Outsourcing'?
4. Write a note on 'bullwhip effect' on the supply chain.
5. What do you mean by Customer Service?
6. Write a note on the Operational mechanism of the warehouse.
7. Why has containerization become popular in the advent of Logistics and SCM?
8. What are the various elements of transportation cost?
9. What are the characteristic features of Just-in-time supply scheduling?
10. Bring out the importance of virtual inventories.

SECTION – B

Answer any FOUR questions

(4 x 10 = 40)

11. Briefly explain the pressure involved in improving Logistics.
12. Define Logistical competitive advantages. How can it be gained?
13. What are the various components of Logistics Information System architecture?
14. In what way, the Supply Chain Relationship is important for the success of SCM?
15. How does the warehouse location decision affect the rest of the logistics system?
16. Why do conflicts emerge among supply chain participants? Suggest strategies to resolve.
17. Bring out the arguments supporting in maintenance of inventories.

SECTION – C

Answer any TWO questions

(2 x 20 = 40)

18. Discuss the emerging role of 4PLs in the achievement of supply chain objectives.
19. In order to sustain in the dynamic market scenario and ensure more service from trade, firms are expecting more from the customers in terms of investment, space, selling skills and mobility. Whereas customer too have become quite conscious about their own return. In the light of the above statement, discuss the contribution of customer service to keep customers happy and loyal towards trade.
20. While making transportation-related decisions, what are various factors that a logistics manager is supposed to take into consideration?
21. What are the various issues that the Logistics managers are required to incorporate, while formulating warehousing strategy for the achievement of superior performance.
