

Code: BA4T2

**II MBA - II Semester - Regular Examinations JUNE 2015**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

Duration: 3 hours

Max. Marks: 70 M

**SECTION-A**

**1. Answer any FIVE of the following:**

**5 x 2 = 10 M**

- a) Integrate supply chain
- b) Channel Relationships
- c) Global logistics alliances
- d) Logistics Performance indicator
- e) Mapping of supply chain process
- f) Value added services
- g) Service driven logistics system
- h) Sourcing decision in supply chain

**SECTION – B**

**Answer the following:**

**5 x 10 = 50 M**

2. a) What is Logistics Management? Explain the objectives of logistics management.

OR

b) Describe significance of logistics management in achieving competitive advantage for organization.

3. a) What do you mean by Customer profitability analysis?  
Describe the importance of the customer profitability analysis.

OR

- b) Explain the principles of logistics costing.

4. a) What are Logistics channel? Explain the different structures of the channels.

OR

- b) Explain the importance of logistics service alliances in a company supply chain network.

5. a) What do you mean by transportation documentation? Explain the issues involved in transportation pricing.

OR

- b) What do you mean by bullwhip effect? Explain its importance in SCM.

6. a) Explain the role of IT in the companies Supply chain operations.

OR

- b) What do you mean by Global logistics? Explain the global supply chain strategy of an organization.

## **SECTION – C**

### **7. Case Study**

**1 x 10 = 10 M**

Toyota Logistics Services (TLS), a North American Division of Toyota Motors, is headquartered in Torrance, California, and has

six Vehicle Delivery Centre in the United States. Its Vehicle Delivery Centre in Fremont employs 200 people who customize and upgrade Toyota cars and trucks straight from the factory floor. They process 400,000 vehicles a year.

TLS Fremont first came into contact with StopWaste Partnership at a “webinar” featuring three of StopWaste’s most successful clients. They participated in the webinar to see if StopWaste Partnership services could help the company achieve its goal of producing zero waste by 2006. By employing the Japanese management concept of Kaizen, the Fremont facility has continuously improved its environmental performance and has become an excellent partner

### **Challenges**

TLS Fremont knows that cutting waste increases efficiency and profits, so it sets demanding environmental performance standards. These standards are taken seriously and the company is striving to reach zero waste as soon as possible. To do this, it has to increase recycling, use reusable shipping containers, and eliminate waste through careful supply chain management.

### **Questions**

- a.) How can TLS achieve its goal of waste minimization and justify your answer?
- b.) Propose a step wise planning to implement your solution in context of Supply chain management?