

Subject Code: MB940 / R09

M B A - IV Semester Regular/Supply Examinations, July/Aug -2013

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following
All questions carry equal marks. **Q.No.8 is compulsory**

1. What is Supply Chain Management (SCM)? Discuss the models in logistics management.
2. Discuss the customer service issues in SCM.
3. Discuss the principles of logistics costing.
4. What is benchmarking? State the criteria for setting benchmarking priority.
5. Why is transportation important in supply chain? State the advantages and disadvantages of ocean/ sea transportation.
6. Discuss in detail the role of IT in customer relationship management.
7. Discuss the role of global logistics and supply chain management in global competitiveness of a firm.

8. Case study:

Whirlpool supply Chain System:

Whirlpool's problems with its supply chain illustrate the critical role of supply chain management in business. Whirlpool lost sales because it could not balance supply with demand across multiple distribution sites and locations to make sure the right stores and warehouses at the right time. The company needed better control over its supply chain like all large firms. Whirlpool has several hundred main suppliers of parts and these suppliers in turn have hundreds of suppliers of basic parts and raw materials. Altogether, Whirlpool deals with several thousands of firms that sell everything from steel and plastic assemblies to computer chips and controls that end up in Whirlpool appliances. Coordinating all these firms so that right parts show up at the Whirlpool factories just at the right time and that the right amount of finished appliances actually ordered by customers are in the warehouses was a major problem. Replacing outdated systems with supply chain management software from i2 Technologies, improved coordination of Whirlpool inventory with demand raising sales, lowering costs and ultimately increasing profitability.

Questions:

- a. Explain the role of MIS in supply chain decisions
- b. What measures do you suggest for uninterrupted supply chain activities and To increase the profitability of Whirlpool.

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