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20MBAMM402

Fourth Semester MBA Degree Examination, July/August 2022
Logistics and Supply Chain Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- 1 a. What is inbound logistics? (03 Marks)
b. Write short notes on innovations in supply chain management. (07 Marks)
c. Explain the significance of Effective Supply Chain Management. (10 Marks)
- 2 a. What is HUB and spoke model? (03 Marks)
b. Write short notes on challenges of supply chain management. (07 Marks)
c. Discuss various types of distribution networks. (10 Marks)
- 3 a. What is ware house management system? (03 Marks)
b. Analyze various types of ware house. (07 Marks)
c. Explain the functions of warehouse. (10 Marks)
- 4 a. What is Bullwhip effect? (03 Marks)
b. Discuss the various types of inventory costs. (07 Marks)
c. Analyze the concept of EOQ. (10 Marks)
- 5 a. What is a container? (03 Marks)
b. Elaborate on modes of transportation. (07 Marks)
c. Discuss the various factors impacting road transport costs. (10 Marks)
- 6 a. What is CRM? (03 Marks)
b. Analyze the different types of logistics. (07 Marks)
c. Define CPFR. Explain the various steps involved in CPFR. (10 Marks)
- 7 a. What is supply chain security? (03 Marks)
b. Discuss integrated supply chain and logistics. (07 Marks)
c. Analyze the factors influencing outsourcing. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 CASE STUDY: (compulsory)

Toyota : A Global Auto Manufacturer.

Toyota Motor corporation is Japan's top auto manufacturer and has experienced significant growth in global sales over last two decades. A key issue facing Toyota is the design of its global production and distribution networks. Part of Toyota's global strategy is to open factories in every market it serves.

Toyota must decide what the production capability of each of the factories will be, as this has a significant impact on the desired distribution system. At one extreme each plant can be equipped only for local production. At the other extreme, each plant is capable of supplying every market.

Prior to 1996, Toyota used specialized local factories for each market. After the Asian financial Crisis in 1996 / 1997, Toyota redesigned its plants so that it can also export to markets that remain strong when the local market weakens. Toyota calls this strategy "global complementation".

Whether to be global or local is also an issue for Toyota's parts plants should they be designed for local consumption or should there be few parts plants globally that supply multiple assembly plants? For any global manufacturer like Toyota, One must address the following Questions regarding the configuration and capability of the supply chain.

- a. Where should the plants be located and what degree of flexibility should be built into each? (05 Marks)
- b. Should plants be able to produce for all markets or only specific contingency markets? (05 Marks)
- c. How should markets be allocated to plants and how frequently should this allocation be revised? (05 Marks)
- d. What kind of flexibility should be built into the distribution system? (05 Marks)

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