

2017

**Management Studies**

**PAPER : 3.6(B)**

**LOGISTICS MANAGEMENT**

FULL MARKS:70

Time :3 hours

{ The figures in the margin indicate full marks for the question. }

**SECTION-A**

- A. All questions are compulsory:** 2x5=10
1. What is value added inventory flow? 2
  2. What justification can of logic can be presented to support the placement of a warehouse in a logistical competency? 2
  3. Why do carriers offers class rates? 2
  4. What is the objective of logistics design and analysis study?Is it normally a one time activity? 1+1
  5. Why is flexible budgeting a valuable tool for logistics managers? 2

**SECTION-B**

- B. Answer any five from the following:** 4x5=20
1. Discuss the evolutions of logistics concept. 4
  2. Discuss various steps involved in the process of customer service strategic management. 4
  3. Write a note on the various elements of transportation cost. 4
  4. What is the fundamental importance of achieving transportation consolidation?How does time based competition affect transportation consolidation? 2+2
  5. Describe four reasons why alliance fail.How can these failures be avoided. 2+2
  6. Discuss the relative strengths and weakness of centralised and decentralised warehouses. 4
  7. Describe the five modes of transportation,identifying the most significant characteristics of each. 4

**SECTION-C**

- C. Answer any five from the following:**
1. Describe the operational objectives of logistics.How can they contribute in the achievement of a logistical mission. 6+2
  2. Briefly explain the barriers of global logistics. 8
  3. Mr. John Estes oversees the distribution of Tastee Snacks products from the

plant warehouse to its two distribution centers in the United States. The plant warehouse currently has 42,000 units of the company's most popular product, Chocolate Chewies. Mr. Estes retains 7,000 units of the products at the warehouse as a buffer. The Cincinnati distribution center has an inventory of 12,500 units and the daily requirement of 2,500 units. The Phoenix distribution center has an inventory of 6,000 units and daily requirement of 2,000 units.

a. Determine the common days supply of Chocolate Chewies at each distribution center.

b. Use fair share allocation logic to determine the number of Chocolate Chewies to be allocated at each distribution center 4+4

4. Discuss the nature and relative characteristics of various modes of transport. What issues should a logistics manager consider in trying to select a mode of transport performance measure. 4+4

5. Discuss the various dimensions of logistics and supply chain management performance measurement.

6. Write a note on various principles of material handling laid down for its design and facility. 8

7. (a). A small warehouse stores five different SKUs in pallet loads. If pallets are stacked three high and there is to be 100% accessibility, how many pallet positions are needed? What is the cube utilization. 4

SKU A	4 pallets
SKU B	6 pallets
SKU C	14 pallets
SKU D	8 pallets
SKU E	5 pallets
Total	

(b). Discuss the role and structure of supply chain management. 4

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