

P.G.D.M.A. Examination

Paper-II

Logistics and Supply Chain Management

Time : 3 Hours]

May-2017

[Max. Marks : 100

- Q1. Answer the following questions: 20)
- i) Cycle view of supply chain ii) Role of distribution in supply chain
 iii) Expansion of strategic scope iv) Decision phases of supply chain
- Q2a) Discuss ways by which companies achieve their strategic fit. 10)
 Q2b) Explain role of pricing as a driver for managing supply chain performance. 10)
- OR
- Q2a) Elaborate on the ways by which distribution network can be designed, with applications. 10)
 Q2b) Explain ways by which supply chain's performance is evaluated by financial measures. 10)
- Q3a) How are network design decisions made in practice ? Take examples to justify facts. 10)
 Q3b) Discuss ways which risks are managed globally in supply chain networks. 10)
- OR
- Q3a) "Forecasts are always inaccurate and should thus include both the expected value of the forecast and a measure of forecast error". Comment. 10)
 Q3b) How are different strategies of aggregate planning used in the market ? 10)
- Q4a) Discuss ways of managing safety inventory with examples. 10)
 Q4b) Explain factors on which promotion timings are dependent, for effective sales and operations planning. 10)
- OR
- Q4a) Discuss how is sales and operations planning implemented, with examples. 10)
 Q4b) How is aggregate planning implemented practically, by organisations ? 10)
- Q5. Explain impact of bull-whip effect in supply chain. Discuss different problems created by lack of coordination. How collaborative planning, forecasting and replenishment helps in solving coordination related issues of supply chain. 20)
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