INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)
End Semester Examinations –Dec 2019/Jan 2020
M.B.A (Port and Shipping Management) /
(International Transportation and Logistics Management)
Semester- III
PG21T2301/PG22T2301- Logistics and Supply Chain Management

Date: 28-11-2019	**Max Marks: 60**
Time: 3 Hrs.	**Pass Marks: 30**

PART – A

Answer all the questions. All the questions carry equal marks.

12 x 1 = 12 Marks

01. Which of the following components is not a part of order cycle
    a) Order entry
    b) Order processing
    c) Order assembly
    d) Order delivered

02. Calculate the efficiency of a supply chain (%) if value added time is 4 weeks and the non-value added time is 5 weeks. Keeping total pipeline time is 9 weeks.
    a) 33.34%
    b) 44.44%
    c) 55.55%
    d) 11.11

03. The actual performance across all orders for the last 6 months was as follows
    On-time: 95%
    In-full: 80%
    Error-free: 75%
    The actual perfect order achievement would be:
    a) 50.4
    b) 51.3
    c) 57
    d) 49.5

04. Time elapsed from customer order to delivery is known as _____
    a) Order completeness
    b) Stock availability time
    c) Order cycle time
    d) Delivery time

05. Calculate the ROI if the ratio between capitals employed to profit is 3:2
    a) 0.67
    b) 1.5
    c) 0.33
    d) None of the above

06. Market value added (MVA) =
   a) (Stock price × Issued shares) - (Book value of total capital invested)
   b) (Book value of total capital invested) - (Stock price × Issued shares)
   c) Profit after tax − True cost of capital employed
   d) True cost of capital employed - Profit after tax

07. _____ System focuses on improving the effectiveness of processes and operations that add value to the materials by elimination waste and quality control, people involvement
   a) Pipeline management
   b) Logistics management
   c) Transportation management
   d) JIT

08. _____ is the process of strategically managing the procurement, movement and storage of materials, parts and finished inventory through the organization and its marketing channels in such a way that current and future profitability are maximized through the cost-effective fulfillment of orders.
   a) Value advantage
   b) Logistics
   c) Cost advantage
   d) Competitive advantage

09. Which of the following element is not a part of customer value
   a) Quality
   b) Value
   c) Cost
   d) Time

10. Following stage will come after 'Growth Stage' in the product life cycle
   a) Decline
   b) Introduction
   c) Stable
   d) Maturity

11. _____ analyses the sequence of all process activities and   tasks necessary to create and deliver a desired product.
   a) Value stream Mapping
   b) Process Mapping
   c) LEAN
   d) Process integration

12. Process cycle efficiency =
   a) Total Lead Time/ Value add time
   b) Total Lead time / Non value add time
   c) Non Value add time / Total lead time
   d) Value add time / Total lead time

PART – B

Answer any **five** of the following questions.

5 x 4 = 20 Marks

13. Explain the concept of value chain with help of diagram

14. What are the problems with conventional organizations?

15. Explain 4R's in the supply chain competition?

16. Identify the key performance indicators for management to meet strategic goals in balance scorecard approach?

17. Explain customer profitability matrix with the help of diagram

18. What is logistics pipeline management? Explain their goals.

19. Explain the concept of quick response with the help of diagram.

PART - C

Question No.20 is compulsory and answer any three from the remaining five questions

4 x 7 = 28 Marks

20. What is competitive strategy? Explain three C's in Competitive strategy

21. What is the meaning & objective of benchmarking? Explain internal and external benchmarking

22. What are the drivers of shareholder value? Explain them in-detail.

23. Elaborate on the functions of logistics information system?

24. What are the four stages in the implementation of an effective costing   process?

25. Explain various process in supply chain integration model

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