

Register No:

Name:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

SECOND SEMESTER MBA DEGREE EXAMINATION(R), MAY 2024**(2021 SCHEME)****Course Code : 23MBL114****Course Name : Logistics and Supply Chain Management****Max. Marks : 60****Duration:3 Hours****PART A***(Answer all questions. Each question carries 2 marks)*

1. What is customer service?
2. Examine on which supply chain drivers should a firm try to shrink its cash-to-cash cycle focus
3. Explain the Just-in-Time philosophy.
4. Define supply chain vulnerability and its implication
5. Explain the concept of 'Shifting centres of gravity'

PART B*(Answer any 3 questions. Each question carries 10 marks)*

6. Explain the value chain perspective of a supply chain and its importance
7. A manufacturing company is considering implementing a new inventory management system to streamline operations. Explain the factors would you consider to assess the potential ROI of this investment?
8. What is a logistics information system? Explain the various functions of a logistics information system
9. Explain the various sources of supply chain complexity.
10. Define the concept of managing the supply chain as a network. Outline the key characteristics that distinguish networked supply chains from traditional linear supply chains.

PART C*(Compulsory question, the question carries 20 marks)*

11. Imagine you are the operations manager of a multinational electronics company.
 - a) Explain how different sourcing strategies contribute to the complexity of your supply chain. (12 Marks)
 - b) Provide examples of how sourcing from multiple suppliers in various regions can introduce challenges such as lead time variability and quality control issues. (8 Marks)
