Code No: BA1915   **GEC-R14**

MBA III Semester Supplementary Examinations, May 2016
LOGISTICS AND SUPPLY CHAIN MANAGEMENT
(Master of Business Administration)

Time: 3 Hours   **Max. Marks: 60**

Note: Answer All Sections of Questions

All Questions from **Section-A** are to be answered at one place.

SECTION-A

6 × 2 = 12M

Explain the following

1. Total cost analysis
2. Value added services
3. Supply chain strategies
4. Service driven logistics system
5. Channel Structure
6. Economics of distribution

SECTION-B

3 × 12 = 36M

1. a) Explain the importance of logistics and supply chain management in present context.

(OR)

   b) Providing good service to customer will lead to customer satisfaction which further leads to customer retention. Comment with respect to supply chain management.

2. a) Explain customer profitability analysis and activity based costing.

(OR)

   b) What is benchmarking and explain benchmarking process in logistics and supply chain management.

3. a) Explain the role of technology in supply chain management .

(OR)

   b) Write about the issues and challenges in global supply chain management.

SECTION-C

CASE STUDY

Totally quality principles and tools have been well established in every activity of business at Procter and Gamble (P&G). Two of the most powerful aspects of total quality within P & G have been (I) in process improvement and (ii) measurement systems.

Process improvement emphasis that all parts of logistics are interrelated process and not stand-alone functions. In response to this principle, P & G completely restructured the company, creating a new organization - "product supply". The traditional hierarchy of manufacturing, engineering, distribution and purchases was discontinued. This had a tremendous positive effect on how people interact with each other and they view their work at P & G.

P & G also introduced measurement systems to virtually every process within 'product supply'. For example, all over the world. P & G introduced the system of measuring customer satisfaction through tracking of "perfect orders". Total order management monitors P & G's logistics performance from the time an order is generated until it is billed to the customer.

This quality thinking built a high degree of reliability throughout P & G'S Entire delivery system. These measures are included in their carrier performance standards and communicated to their carries. This helps the carriers to have a clear understanding of P & G's strategies and what is expected of them. The efficient carriers soon develop their own measures and present the same to P & G on a regular basis.

P & G's experience is that data are the most powerful tools they have. Without data, no company can achieve quality in its logistics operations.

Questions

1. Discuss the two aspects of total quality that P & G introduced in its business.

2. What kind of organizational restructuring P & G brought about to improve its logistics quality?

3. What kind of performance measure P & G use to measure customer satisfaction?

4. How did P & G build a high degree of reliability in its entire delivery system?

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