

End Semester Examinations - 2015-16 Even Semester - May 2016

14FP3008 Logistics and Distribution Management in Food Industry

Set A

Time : 3 hrs
Total Marks: 100

1. (i) How would you understand the operational decisions and the roles of each member of the supply chain, when setting up information systems to support supply chain operations? Explain the suitable supply chain process view concept with diagrams and example cases. (15 Marks)
- (ii) What are the vital areas for long term supply chain decisions? How do they affect the supply chain as a whole? (5 Marks)

OR

2. (i) What is the importance of collaborative demand planning in supply chain planning? (5 Marks)
- (ii) Explain how production elements of lean manufacturing contribute towards waste elimination, visibility of problems and flexibility. (15 Marks)
3. (i) How do contracts affect product availability and supply chain profits in sourcing? (5 Marks)
- (ii) What is the importance of collaborative demand planning in supply chain planning? (5 Marks)
- (iii) How is supply chain profitability defined? What do you mean by increasing “customer surplus” or “value” in a supply chain? (10 Marks)

OR

4. Consider a supply chain works based on fashion goods of short life cycles and fast delivery modes. What is the ability the organization to respond rapidly to changes in demand called as? Explain the suitable supply chain concept and its practices to achieve the flexibility required. (20 Marks)
5. (i) Compare DMADV and DMAIC analysis of six-sigma quality in brief? (10 Marks)
- (ii) What are the different types on inventories systems that are followed in supply chain management? Explain with an example. (10 Marks)

OR

6. What is strategic fit in supply chain of a company? Explain the steps in achieving strategic fit by understanding uncertainty and supply chain capabilities. (20 Marks)
7. (i) Explain how Wal-Mart’s competitive strategy makes it a reliable, low-cost retailer for a wide variety of mass-consumption goods. Justify based on Wal-Mart’s supply chain framework. (10 Marks)
- (ii) How does target customer’s expected response time affect number of distribution locations. Elucidate with a graph. (10 Marks)

OR

8. (i) What design of distribution is followed in Dell’s PC network distribution. Write notes on the network design with a sketch. (10 Marks)
- (ii) What is bullwhip effect in supply chain operation? What are the measures to prevent it? (10 Marks)
9. What is agri-business? What is the structure of it in Indian agriculture system and the barriers to it? Explain the various aspects with a case study of how ITC supports its agri-business supply chain from farm to fork. (20 Marks)

Wishing you All the Best
