

D 90302

(Pages : 2)

Name.....

Reg. No.....

**SEVENTH SEMESTER B.TECH. (ENGINEERING) [09 SCHEME] DEGREE
EXAMINATION, NOVEMBER 2015**

ME/PTME 706 09 L21—LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : Three Hours

Maximum : 70 Marks

Part A

Answer all questions.

1. What is meant by strategic fit ?
2. What is supply chain ?
3. Define revenue.
4. Define logistics.
5. What is the need for distribution network ?

(5 × 2 = 10 marks)

Part B

Answer any four questions.

6. What are the concepts of supply chain ?
7. State any four uncertainties of demand.
8. What is the need for optimum pricing in supply chain ?
9. What is the need for buffer stock ?
10. State any four functions of logistics systems.
11. What are the features of a typical transportation network ?

(4 × 5 = 20 marks)

Part C

Answer all questions.

12. (a) Enunciate on drivers and obstacles of supply chain management. Explain with suitable examples.

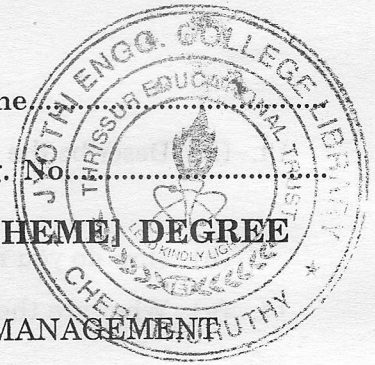
(10 marks)

Or

- (b) Discuss on measures of performance of supply chain. Explain the tools used for the performance analysis.

(10 marks)

Turn over



13. (a) Describe the various components of forecasting and methods. (10 marks)

Or

(b) How do you manage variability in demand ? Describe with illustrations. (10 marks)

14. (a) What are the important features of revenue management ? Discuss. (10 marks)

Or

(b) Describe the functions of logistics systems. (10 marks)

15. (a) Write short notes on : IT and supply chain. (10 marks)

Or

(b) What are the factors to be considered in the design of distribution network. Explain with examples.

(10 marks)

[4 × 10 = 40 marks]