Program/course	:	MBA - Logistics & Supply Chain Management	**Semester**	: **II**
Subject	:	Logistics Planning & Strategic	**Max. Marks**	: **100**
Code	:	MDSL 833	**Duration**	: **3 hrs.**
No. of page/s	:	**03**		

SECTION A   MARKS 01 x 20^Q = 20

Question # 01:   Fill the blanks with a **MOST SUITABLE** word given in the table below:

a. All Processes need be **............** first and then **............** – a systems engineering slogan; supply chain process is no exception. Strategies which make a supply chain **............** is known **............** Supply Chain Strategies, those that make it **............** is known as **............** Supply Chain Strategies and those which make it both is known as **............** Supply Chain Strategies. (07/07)

b. Fisher L. Marshal in his article - *What is the Right Supply Chain for Your Product (?)* groups all products into two types – **............** and **............** (02/09)

c. Chief concern of Operations Manager is **............** integration and optimization of activities e.g. manufacturing, hospital, warehouse etc.; whereas, that of a Logistics & Supply Chain Manager is **............** as well as **............** integration and optimization of all activities in all facilities from **............** to **............** (05/14)

d. Operations' Quality View: While executing an order and every order, a Logistics & Supply Chain Manager endeavors to deliver the right **............** , in right **............** , at right **............** , in right **............** , in right quality i.e. damage-free, at right **............** and, together with right **............** – popularly known as seven-rights. (06/20)

fill the blanks with words given below

logistcs	*innovative*	*Time*	*inter-organization*
quantity	*lean*	*Effective*	*intra-organization*
product	*le-agile*	*Place*	*suppliers' supplier*
efficient	*price*	*Information*	*customers' customer*
functional	*physical*	*Agile*	*market-mitigation*

SECTION B : Answer any TWO (02) question given below   MARKS 20 + 20 = 40

Question # 02:   Given below is a typical Purchase Order received by a HUL distributer; the last column (*in Italics*) gives the actual quantities supplied.

Sl. #	Item Description		Unit	Order Quantity	Price	Order Amount	*Actual Quantity Supplied*
01	Pears	:	Carton	20	600	12,000	*15*
02	Dove	:	Carton	15	500	7,500	*15*
03	Lux	:	Carton	25	800	20,000	*10*
04	Lifebuoy	:	Carton	10	800	8,000	*10*
05	Rexona	:	Carton	5	300	1,500	*0*
06	Liril 2000	:	Carton	40	50	2,000	*40*
07	Hamam	:	Carton	10	400	4,000	*10*
08	International Breeze	:	Carton	25	800	20,000	*0*
T O T A L				**150**		**75,000**	***100***

a. Calculate the Customer Service related Fill Rate Performance Metrics **(Marks 03x4)**.

b. Purchase Order does not allow Back Orders. Based on which Metrics would you suggest the distributer to take a decision and, why **(Marks 04)**?

c. Inventory of which items you will prefer to stock on priority and, why **(Marks 04)**?

Question # 03:

Hitachi Consulting Corporation, in their white paper (2009) suggested six major trends causing significant impact and change to Supply Chain Strategy, Design and Performance. Discuss them with suitable examples **(Marks 20).**

Question # 04:

Hau L. Lee in his article, *Aligning Supply Chain Strategies with Product Uncertainties*, extends the Demand Uncertainty proposed by Fisher Marshal L. (*What is the Right Supply Chain for your Product?*) to include Supply Uncertainty and puts forward a complete Demand-Supply-Uncertainty-Framework. Further, he proposes Information and Communication Technology (ICT) based strategies for Supply Side and Demand Side. Discuss Supply Side and Demand Side Uncertainty Reduction strategies **(Marks 02x10 = 20)**.

Section C: Marks $15^M + 15^M + 10^M = 40^M$

Question # 05:

Given below is Financial Data extracted from the Statement Accounts of ABC Ltd., a listed company for the financial year 2014-15. Please answer the following questions:

a. Calculate is the Profit and Cost of Capital **(Marks 5)**?
b. Calculate Corporate Capital Charge and Logistics Capital Charge and, comment **(Marks 5+2).**
c. Calculate Total Corporate Cost and Total Logistics Cost and, comment **(Marks 5+2).**
d. Calculate Cost-to-Sales Ratio at Corporate and Logistics Functional level and, comment **(Marks 5+2).**
e. Calculate Return-on-Assets and Return-on-Logistics-Assets and, comment **(Marks 5+2).**
f. Calculate Economic Value Added at Corporate and Logistics Functional level and, Comment **(Marks 5+2)**

all figures are in '000,000

A.	**Sales**			**84,304.4**
	Expenses			**80,202.6**
	Warehousing Expenses	5,483.4		
	Distribution Expenses	3,889.0		
	Other Expenses	70,830.2		
	Financial Cost		**1,816.6**	
	Interest	32.9		
	Dividend	1,783.7		
B.	**Total Asset Value:**			**61,990.0**
	Fixed Assets		**29,260.7**	
	Land and Building	9,266.8		
	Plant and Machinery	19,276.8		
	Transport Vehicles & Equipment	9.6		
	Furniture, Fixtures & Other FA	707.5		
	Current Assets		**32,729.3**	
	Inventories	8,208.1		
	Cash and bank balance	4,995.5		
	Trade and B/R	809.3		
	Other CA	18,716.4		
C.	**Capital**			**28,375.1**
	Shareholder's Fund		**28,178.4**	
	Total Capital	964.2		
	Reserves and Funds	27,214.2		
	Borrowing		**196.7**	
	Short Term	28.8		
	Long Term	167.9		