



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2016

CO 5406 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Date: 17-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER ALL THE QUESTIONS:

10X2 = 20 Marks

1. Define the term “Logistics” from the origin of military.
2. What is “Logistics Information System”?
3. State any four participants in supply chain.
4. Draw a diagram indicating the different levels of supply chain organization structure.
5. Comment on “Bull-whip effect”.
6. Write a note on customer service audit.
7. Mention the three objectives of customer service.
8. Depict the evolution chart of warehousing.
9. Why the transport functionality required in supply chain management?
10. When ‘typical carrier ancillary services’ will arise?

PART B

ANSWER ANY FOUR QUESTIONS:

4X10 = 40 Marks

11. Briefly explain the importance of logistics in current competitive environment.
12. Narrate the operating objectives of logistics.
13. How the logistics are differentiated from supply chain management?
14. Describe the difficulties in supply chain relationship management.
15. Highlight the different customer service strategies.
16. Justify the need for warehousing in logistics and supply chain management system.
17. Illuminate the relationship between the shipper, the consignee and the public in transportation logistics.

PART C

ANSWER ANY TWO QUESTIONS:

2X20 = 40 Marks

18. Make a critical note on different stages in the evolution of logistics and supply chain management.
19. Explain the causes of bull-whip effect and provide possible remedies with suitable illustrations.
20. Analyze the various elements in the warehouse operating principles.
21. Describe the advantages and disadvantages of multimodal transport.
