

**MBA DEGREE (TRAVEL AND TOURISM) II SEMESTER EXAMINATION
APRIL 2013**

SMT 2208 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

- I. A. Present the intricacies of global logistics industry and examine the major support lines that the industry depends upon to weather problems.

OR

- B. Explain the issues of trade-off of benefits and costs needed in SCM.

- II. A. Discuss the business process of logistics and possible re-engineering the business may require.

OR

- B. Explain the dynamics and challenges involved in transport limb of SCM.

- III. A. Elucidate the need for integrated functioning of inbound SCM right from supplier identification to delivery of ordered supplies to designated points.

OR

- B. In the context of uncertainty how do firms plan customer service level and attain that degree of service in SCM.

- IV. A. Discuss the pros and cons of (i) owned and (ii) third party or fourth party logistics for a mid-sized firm.

OR

- B. Examine the need for integration of SCM with information technology so that the management becomes holistic and systemic supported by SCM DSS.

- V. A. Examine the trends in the e-formats involved in the whole of logistics and SM.

OR

- B. **Case study:**

The long-term cost of ownership

The start-up costs of a Warehouse Management System (WMS) project are only one part of what you can expect to spend over the several years you will likely be using the software. You also need to carefully examine the long-term cost of ownership. Crucial to this equation is the money you will need to dedicate to outfit multiple, future sites. "This is an area where you can spend a lot of money if you are not careful". "Make sure you get estimates for the cost of implementation at all sites" so that the cost of implementation at future sites should go down. "If a vendor tells you that the cost will remain the same with future roll-outs, you are being misguided".

You can work to lower this cost by asking your provider to train your staff so that much of the follow-up implementation can be handled on your own. "Address how much reliance you want to have on your vendor". "Do you want them to handle very simple questions for you or do you want your own team in place so that you only have to call the vendor with big issues. You need the knowledge transfer to lower costs and to be more powerful with your new too". A good method to get a feel for your costs is to tap into the references you check. Compare their long-term costs with the estimates your vendor gives you. With this information in hand, coupled with your own efforts to control costs, the long-term cost of ownership can be balanced with the benefits.

Give your views on the importance of long-term cost and total cost of WMS. Also elucidate various ways to balance costs with benefits.

