



MBA.T.II/11.254

**M.B.A. DEGREE (TRAVEL AND TOURISM) II SEMESTER EXAMINATION
APRIL 2011**

SMT 2208 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : 3 Hours

Maximum Marks : 50

(All questions carry *EQUAL* marks)

- I. A) Examine the strategic, tactical and operational decision baskets of Supply Chain management
OR
B) Trade off between costs and benefits of SCM alternatives has great special relevance, Discuss.
- II. A) Explain the process of Supply Chain management in so far as the warehousing requirements of tourism industry is concerned.
OR
B) Global Supply chain management has special problems of distance, service level asymmetry of players in different nations and perils of sea/sky. Elucidate.
- III. A) Distinguish between SCM quality and Supplier Quality Management. How do you ensure the latter?
OR
B) Explain the use of heuristic and stochastic processes in designing Supply chain management models for uncertain environment.
- IV. A) Infrastructure, Process, Commitment and Coordination play a vital role in SCM efficiency, Discuss.
OR
B) Explain the nexus between SCM and Logistics, SCM and Outsourcing and SCM and Information.
- V. A) Explain the place of e-SCM.
OR
B) In Mumbai, more than 175,000 or 200,000 lunch-boxes get moved every day by an estimated 4,500 to 5,000 'dabbawalas', all with an extremely small nominal fee and with utmost punctuality. According to a recent survey, there is only one mistake in every 6 million deliveries. It is much more than 6-sigma quality level. Only bicycles and Mumbai's congested metro-railways make this possible because of spirited commitment of all and certain rudimentary system factors. This is achieved by mostly illiterate people. Give your lessons on the success of the 'dabbawalas' or the 'tiffinwallas'
