



MBA.T.II/10. 93

M.B.A. DEGREE (TRAVEL AND TOURISM) II SEMESTER EXAMINATION, JUNE 2010

SMT 2208 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Explain the importance of Logistics Management and Supply Chain Management in Tourism industry. Describe various types of operational decisions in supply chain related to tourism industry.

OR

- B. Explain the evolution and development in the concept of Integrated Logistics Management. Discuss various new manufacturing and distribution practices that have emerged in the light of globalised economy.

- II. A. Describe and explain the supply chain business processes for efficient management of materials flow.

OR

- B. Describe key supply chain business processes for efficient Warehouse Management.

- III. A. What are the important issues that are taken into consideration in case of sourcing and supplies management? Explain in detail.

OR

- B. Discuss various issues in implementation of Logistics and Supply Chain Management practices with special reference to network design.

- IV. A. What is the value of information in the supply chain? Explain the type of strategic information linkage that BPR, ERP and supply chains provide.

OR

- B. What is the need for integrating forecasting system design? How is the forecasting of resource requirement and performance measures made?

- V. A. Explain the impact of internet and E-commerce in supporting logistics and supply chain decision-making. What are the challenges of these applications enabling technologies?

OR

- B. Discuss the future trends in Logistics and Supply Chain Management. Explain the present problems which these will resolve.
