



**INDIAN INSTITUTE OF MATERIALS MANAGEMENT**  
**Post Graduate Diploma in Logistics Management**  
**Paper – 3 (New)**  
**Strategies and organisations in logistics**

**Dec 2015**

**DATE:** 13.12.2015  
**TIME:** 10.00 a.m. to 1.00 p.m.

**Max. Marks: 100**  
**Duration: 03 Hrs.**

**Instructions:**

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|--|----------------|
| 1. From part "A", Each sub-question carries 01 mark                    | Total Marks 32 |
| 2. From "B", answer any 3 - each question carries 16 Marks             | Total Marks 48 |
| 3. Part "C" is a case study with sub question – 20 Marks. (compulsory) | Total Marks 20 |

**PART-A**

**( 32x 1 = Total: 32 Marks)**

**Q.1 State whether True or False:**

- a) Purchasing & Procurement are the same
- b) Adjusting capacity in anticipation of requirement is chase Strategy.
- c) ISCM stands for Internal Supply chain Management.
- d) "FTZ" stands for Foreign Trade Zone
- e) ROL is the level at which the order has to be placed.
- f) Logistics is an enabler to SCM.
- g) LC is a document issued by a bank on behalf of seller.
- h) Lean production leads to losses.

**Q.2. Fill in the blanks:**

- a) Continuous improvement in Japan is called \_\_\_\_\_
- b) VSM is typically used in\_\_\_\_\_.
- c) Synergy is created by the\_\_\_\_\_ in a system
- d) There is a direct trade off between inventory carrying costs and\_\_\_\_\_Costs.
- e) "FIFO" is one of the methods employed for \_\_\_\_\_ of material issues.
- f) ANOVA technique is important to compute \_\_\_\_\_
- g) Logistical Operations start with the initial\_\_\_\_\_of material from the supplier.
- h) "ERP" is the \_\_\_\_\_ of MRP-II.

**Q 3. Give the full form of the following:-**

- |         |        |        |         |
|---------|--------|--------|---------|
| a) SCOR | b) LAN | c) IGM | d) CIF  |
| e) SDLC | f) EFT | g) FTZ | h) 3PLr |

**Q.4. Match the following:-**

<b>A</b>		<b>B</b>	
1	D.W.T.	a	Indian Standards / Specifications
2	Skill development	b	Dead Weight Tonnage
3	“BIS” is a Govt. Authority for	c	Training
4	Managers give	d	better control is possible
5	Benefit of informal organizations	e	Joint venture
6	Sharing of resources and capabilities	f	Less supervision
7	At Centralized Stores	g	quality
8	“Malcolm Balridge” awards relate to	h	Better decisions.

Part-B**( 3 x 16= Total 48 Marks )****Answer any three from following questions.****Q.5** Describe the importance of corporate strategy to logistics and SCM..**Q.6.** What are the key components of Supply Chain Strategy?.**Q.7.** What is bench marking? What is the role of bench marking in LSCM?**Q.8.** What is third party Logistics? Explain its role in today's context.**Q.9** Write short notes on (any two):-

- (a) SCOR Model
- (b) Transportation
- (c) Value Stream Mapping
- (d) Strategy

PART-C

TOTAL:20 MARKS

**Q. 10 . Compulsory**

Winning firms nurture human capital, cherish customers and build mutually beneficial relationships with suppliers. They have the ability to do better and better by making the right moves at right time. Companies such as Wal-Mart, southwest airlines, FedEx, Glaxo, Intel have proved this beyond doubt again and again by delivering outstanding value to customers at a reasonable price. Sony and Apple have endlessly identified new and surprising fields to enter—from the Walkman and PlayStation to the iPod and the iMac. Jeff Bezos at Amazon saw in 1994 that the internet could become a powerful platform vehicle for e-commerce and that selling books online would work particularly well. Further down the line, Amazon concentrated consistently on changes that would make it easier to buy books, from reviews and suggestions on other purchases to I-click ordering. Almost every change was introduced keeping the unique requirements of the customers in mind. Dell has shown PC buyers that they do not have to sacrifice quality or state of the art technology to buy personal computers easily and inexpensively. In the mid-1980s, while Compaq focused attention on making its PCs cheaper and faster than IBMs college student Michael Dell saw a chance to outdo both companies by concentrating not on the product but on the delivery system. He realized that he could outsell others by eliminating middlemen.

**Questions**

- (i) Winners don't do different things. They do same things differently. Explain the statement with respect to above case
- (ii) How could your company outdo others in your field? Explain briefly.

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