



**AKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)**

***MBA Fourth Semester Assignment***

**Date of Submission-15<sup>th</sup> June, 2012**

**Programme Name-MBA-Fourth Semester**

**Programme Code-MBA-10**

**Course Name-Logistics and Supply Chain Management**

**Course Code:MU2405**

**Maximum Marks-40**

**Session: 2011-12 (Summer)**

**Section-A**

**Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.**

**Discuss the following (1-8)-**

1. Role and Importance of Logistics Management
2. Performance Cycles
3. Logistical Competencies
4. Supply Planning
5. Supply Chain Management and B2B commerce
6. Selection of Logistical Packaging System
7. Supply Chain Coordination and Bullwhip effect
8. Multi period inventory models

**Section-B**

**Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answers 02 questions only.**

1. What is gap analysis in customerservice? Also explain how it is useful and its role in developing the firm's customer service strategy.

2.A firm producing a single product has three plants and four customers. The three plants will produce 3,000, 5,000 and 4,000 units respectively, during the next week. The firm has made a commitment to sell 4,000 units to customers A, 3,000 units to customer B and at least 1,000 units to customer C. Both customers C and D want to buy as many of the remaining units as possible The net profitassociated with shipping a unit from plant I for sale to customers j is given by the following table-

**Customer**

Plant	A	B	C	D
1	65	63	62	64
2	68	67	65	62
3	63	60	59	60

Management wishes to know how many units to sell to customers C and D and how many units to ship from each of the plants to each of the customers to maximise profit.

3. Illustrate the relationship between the size and the shape of a distribution warehouse and the material handling system. Which warehouse design would you suggest for a bulk commodity like rice?

4. The Supply Chain Management department is expected to increase its range of responsibilities, most often in line with the thinking that sees the order fulfilment process as one co-ordinated set of activities. Comment

