

Uva Wellassa University

Faculty of Management



Degree of Bachelor of Business Management in Entrepreneurship and Management

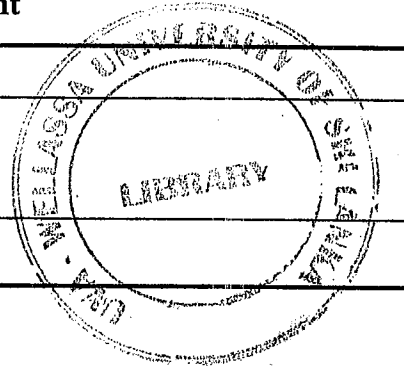
THIRD YEAR FIRST SEMESTER EXAMINATION –MAY/JUNE -2017

ENM 301-2 Logistics and Supply Chain Management

Instructions to candidates:

No. of pages : Two (02)
No. of questions : Five (05) Essay
Time : Two (2) Hours
Marks allocated : 100 Marks

Index No:



Answer only four (04) questions.

1)

- a) The era of supply chain competition a number of principles emerge to guide the Supply Chain Manager. Discuss **4Rs** in supply chain management with suitable examples.

(12 Marks)

- b) Explain what Customer Service is and discuss the elements of customer service with suitable examples.

(13 Marks)

(Total 25 Marks)

2)

- a) Discuss **five (05)** basic drivers of enhanced shareholder value through proper logistics and supply chain management with suitable examples.

(15 Marks)

- b) Explain major elements in the Customer Profitability Matrix.

(10 Marks)

(Total 25 Marks)

3)

- a) Explain what is leading time gap and discuss how organizations can overcome those leading time gap in an efficient way?

(08 Marks)

- b) Discuss **four (04)** broad generic supply chains strategies dependent upon the combination of supply/demand conditions for each product.

(08 Marks)

- c) Explain what is Logistic Pipe Line Management and illustrate major goals of logistics pipe line management

(09 Marks)

(Total 25 Marks)

4)

- a) Explain a distinguished characteristics of agile a supply chain with suitable example.
- b) Discuss the basic principles can be identified as the starting point for the creation of the agile supply chain.

(08 Marks)

(08 Marks)

- c) ABC Ltd. is engaged in sale of foot wares each costing Rs.100. Its cost per order is Rs.400 and its carrying cost is Rs25%. The company has a demand for 20,000 units per year.

- i. Calculate the EOQ
- ii. Total order required during the year
- iii. Total ordering cost
- iv. Total ordering cost

(09 Marks)

(Total 25 Marks)

5)

- a) Discuss the Japanese Philosophy of Kanban concept of inventory control system, and explain how it helps the organizations in order to reduce their total inventory cost.

(09 Marks)

- b) Differentiate order-to-delivery cycle and cash-to-cash cycle in leading time.

(08 Marks)

- c) Explain any **three (03)** sources of supply chain complexity with suitable example.

(08 Marks)

(Total 25 Marks)