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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : DECEMBER/JANUARY – 2022-2023
SEMESTER - II

Sub: Basic Concepts in Supply Chain & Logistics Management (MBA206)

Date: 02/01/2023

Total marks: 60

Time: 2.00 pm To 4.30 pm

SECTION – I

Q. 1. Fill in the blanks. (5)

1. Which of the following is not a component of 4 PL?

| | |
|-----------------|-----------------------|
| a) control room | b) resource providers |
| c) information | d) recycling |

2. The sequence of a typical manufacturing supply chain is _____

| | |
|---|---|
| a) Supplier–Storage–manufacturing–storage–distributor–retailer–customer | b) Storage–Supplier–manufacturing–storage–distributor–retailer–customer |
| c) Supplier–Storage–manufacturing–distributor–storage–retailer–customer | d) Supplier–Storage–manufacturing–storage–retailer–distributor–customer |

3. The major decision areas in supply chain management are _____

| | |
|--|--|
| a) location, production, distribution, marketing | b) location, production, scheduling, inventory |
| b) planning, production, distribution, inventory | d) location, production, distribution, inventory |

4. _____ are used for vertical movement of materials, generally from one floor to another.

| | |
|-------------------|-------------|
| a) Conveyor belts | b) Cranes |
| c) Elevators | d) Towlines |

5. Transportation serves as a _____ during the movement of product.

| | |
|-----------------------|--------------|
| a) In-transit storage | b) Warehouse |
| c) Product storage | d) Movement |

Q. 2. Answer the following. (Any Two) (20)

1. Logistics management coordinates tasks such as the acquisition of raw materials, the manufacturing process, and the delivery of finished goods. Its goal is to make an organisation more competitive by increasing product value in order to meet customers' expectations. Comment on this statement.
2. Discuss the concept of transportation. What are the factors influencing transportation?
3. What do you mean by containerization? Throw light on the importance of containerization.
4. Write down in detail, applications of supply chain management in various fields.

Q. 3. Write notes on. (Any Two) (10)

1. Bill of lading
2. Material handling
3. Specific purpose containers

SECTION – II

Q. 4. Case Study

(15)

SKF'S outbound logistics outsourcing is characterized by strong control over quality norms and delivery schedules by SKF personnel.

SKF Bearings is one of the world's biggest ball bearing manufacturing units, and they have a sizeable presence in India. As part of its supply chain management practice, SKF Bearings handles the training, implementation and quality control activities themselves, while outsourcing the actual operations to logistic solution providers. Outbound warehousing and transportation practices are outsourced to logistic solution providers and national transporters.

- (A) Inbound transportation and warehousing : Complete vendor outsourced, i.e., transportation and warehousing managed and handled by vendors.
- (B) Outbound transportation : Handled predominantly by national fleet Operators, with some responsibilities of contingency transportation Outsourced to organised players.
- (C) Outbound warehousing : Completely outsourced to organised players with Five players handling different warehouses of the company.

SKF's outbound logistics outsourcing is characterized by strong control over quality norms and delivery schedules by SKF personnel. Outbound warehousing which is a completely outsourced activity is controlled by SKF personnel by integrating the warehouses through their in-house developed ERP software platform.

Training of logistics company personnel to load/unload goods, assemble and disassemble and for integrating scheduling and supply orders is imparted by SKF. Through this, they have managed to achieve 100 percent order cycle fulfillment, bring down damaged/short/over delivery instances to almost 0.25 percent of total annual order and train logistic personnel to meet all in-house developed quality norms.

Even though majority of their logistics partners have I.T. capabilities of their own, SKF Bearings doesn't use them as they have integrated their own I.T. platform to schedule orders, keep track of consignments and to manage both effective and efficient distribution. Their warehousing costs are higher than their outbound transportation costs because of the extensive warehousing practices, but they have achieved gains through the application of internal control over implementation of quality norms, strict adherence to Standard Operating Procedures (SOPs) and a robust system of I.T. implementation throughout their supply chain.

Future Plans: Moving slowly towards Vendor Managed Inventory (V.M.I) for inbound sourcing and also looking at outsourcing more warehouse management responsibilities. Looking to implement more definitive 3PL solutions for outbound activities of the supply chain, but will still keep operational control in its own hands.

Questions

1. Discuss the activities involved in the supply chain of SKF Bearings.
2. Explain how SKF establishes strong control over its outbound logistics.
3. Explain how SKF will be able to implement the third party (3PL) logistics solutions.

Q. 5. Answer the following:

(10)

- a) Write a detailed note on the different types of documents that are used in transportation?

OR

- b) The supply chain is an important aspect of every business since it ensures that the product is available at the right time at the right place at the right time. In today's world, the supply chain serves as the organization's backbone, without which it would be difficult to survive. Comment on this statement.