

M.TECH. DEGREE EXAMINATIONS: NOVEMBER 2009

Third Semester

APPAREL TECHNOLOGY AND MANAGEMENT

P07FT301 Supply Chain Management and Logistics

Time: Three Hours

Maximum Marks: 100

Answer All Questions:-

PART A (10 x 2 = 20 Marks)

1. Enlist the strategies included in Efficient Consumer Response (ECR).
2. List out the four principal components of Physical Distribution Management (PDM).
3. What are the various factors to be considered while identifying right type of supplier?
4. Define Logistics Management.
5. What are the areas that require strategic decisions for supply chain growth?
6. Enlist the benefits of re-engineering in supply chain.
7. What do you mean by Inter organizational Information System (IOIS)?
8. Define Activity Based Costing (ABC).
9. Enlist the different steps involved in location planning.
10. What is the significance of Green Supply Chain?

PART B (5 x 16 = 80 Marks)

11. a) Discuss the Logistics – Marketing and Logistics – Manufacturing interface with special reference to apparel supply chain.

(OR)

- b) “Logistics is the function that is responsible for the flow of materials into, through and out of an organisation.” – Elaborate.

12. a) Discuss the various criticalities pertaining to logistics in rural and urban areas in our country.

(OR)

- b) (i). Explain the relationship between material flow, information flow and cash flow in integrated supply chain management. (8)

(ii). Discuss the problems envisaged in movement of products from manufacturers to customers. (8)

13. a) (i). Discuss the imperatives for growth of supply chain in strategic supply chain management. (8)

(ii). Discuss the major trends in supply chain management. (8)

(OR)

b) Discuss in detail the various quality control strategies followed in supplier quality management.

14. a) Discuss the various applications of information technology in supply chain management.

(OR)

b) Discuss in detail about the supply chain performance measurement system.

15. a) Discuss in detail the various strategies used for locating plant, warehouse and retail facilities.

(OR)

b) (i). Illustrate with examples, the three models that a fourth party logistics company can adopt to deliver supply chain services. (8)

(ii). Discuss how vendor managed inventory strategies help to manage demand variation. (8)
