

Reg. No. \_\_\_\_\_ Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
FOURTH TRIMESTER MBA DEGREE EXAMINATION SEPT 2018

**OM-T4-6 LOGISTICS AND MATERIAL HANDLING**

Max. Marks: 60

Duration: 3 Hours

**Part A**

*Answer all questions. Each question carries 2 marks*

1. Explain briefly the method of assigning dedicated storages.
2. List out at least four key functions of warehouse
3. The functions of order processing can be discussed more systematically in five steps. Explain.
4. Briefly enumerate the need for insurance in Logistics services.
5. Bring out the major difference in inventory control methods of ABC analysis and VED analysis

(5x2 marks = 10 marks)

**Part B**

*Answer any 3 questions. Each question carries 10 marks*

6. Describe the need for maintaining a harmonious relationship among the supply chain partners. What are some of the Conflict resolution strategies for achieving long-term harmonious relationships?
7. Discuss the various dimensions of Logistics and Supply Chain Management performance measures.
8. Briefly describe the various alternative transportation networks with suitable examples.
9. Write short notes on the following:-
  - 1) Classification & Codification
  - 2) FSN & HML
10. Discuss the usage of conveyers in material handling. What are the different types of conveyers in common use? Describe at least four of them.

(3x10 marks = 30 marks)

**Part C**

*Compulsory question, the question carries 20 marks*

11. Automobile major Mahindra & Mahindra plans to connect a majority of its 160-strong automobile dealership network via internet next month. The 400-strong automobile dealership in the tractor segment is also being targeted for similar online communication by March. Officials were unwilling to comment on the exact number of dealerships to be connected since several modalities are still being worked out.

‘We are ready with the software but the backbone, which is the internet connection itself, is in question in several areas where we have dealers’, said Ulhas Yargop, President, Telecom and Software Sector, Mahindra and Mahindra. In the event of going in for

VSATS, but for the moment, the dealerships with access to the internet will go online next month. Investments from the dealers are minimal according to the company- a PC, an internet connection and a 'nominal' user fee for software is the extent of their investments in the project.

Mahindra & Mahindra, on its part, 'has made investments to the tune of Rs 100 cores since 1997 when we embarked on an ERP program', according to Yargop. Following the ERP program was a project to connect all M&M's area offices.

With online communications with its dealers in place, the company will reportedly have its entire front-end operations online. 'Once the dealers are all online and processes are streamlined- lined-which should take a few months- we should be seeing cost saving to the tune of 50 percent' claims Yargop.

Officials feel that online communications with dealers should cut the processing cycle time by half, whether it is in processing warranty claims or the manufacturing throughput time.

Dwelling on the implications of a connected dealer network for Mahindra's marketing strategies, R. Crusetji, Vice-President, marketing, Mahindra & Mahindra says: 'We are moving from push strategy to pull strategies. Dealers will no longer have to stock vehicles since every last bit of information about vehicle availability will be online.'

Officials say that the company is preparing for its vendor program which has begun with training modules and should culminate in online transactions eventually.

**Questions:**

A. 'Once the dealers are all online and processes are streamlined- lined-which should take a few months- we should be seeing cost saving to the tune of 50 percent'. Examine how the cost savings to the tune of 50 percent will be made possible with the connectivity through internet.

(5)

B. Officials feel that online communications with dealers should cut the processing cycle time by half. Explain how this will be made possible.

(5)

C. 'We are moving from push strategy to pull strategy'. Discuss taking the example of Mahindra & Mahindra how with the intervention of technology a push strategy can be converted to a pull strategy. What are other ways can an Integrated IT solution can transform the logistics & supply chain management of a company

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