ASSIGNMENT

Course Code	**:**	**MMPO-008**
Course Title	**:**	**International Logistics and Supply Chain Management**
Assignment Code	**:**	**MMPO-008/TMA/JAN/2026**
Coverage	**:**	**All Blocks**

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. What are the main principles of logistics and supply chain management? How it can create better value for customers and other stakeholders?

2. What is the Bullwhip Effect? How does it affect the overall performance of a supply chain? Explain with example

3. What is a Bill of Lading? What are its key components? Discuss its importance in international trade?

4. Critically evaluate the strategic role of warehouses in modern logistics and supply chain management.

5. Write short notes on:
   a) Problems in supply chain management
   b) Importance of Global supply chain management
   c) 3PL and 4PL service providers
   d) Multi-modal transportation

1. What are the main principles of logistics and supply chain management? How it can create better value for customers and other stakeholders?

Answer

Logistics and supply chain management deal with the coordinated flow of materials, products, services, information and funds from the source of supply to the final customer. Logistics mainly manages movement, storage and related activities, while supply chain management links these activities across suppliers, manufacturers, warehouses, transporters, distributors, retailers and customers. The purpose is not merely to move goods cheaply. It is to make the whole network work as one system so that customer requirements are met with the best possible use of resources. In this sense, value is created when the supply chain improves service, reduces avoidable cost and risk, and gives benefits to all parties connected with the flow.

Main principles of logistics and supply chain management

A first principle is **superior customer value**. Every logistics decision should finally support what the customer needs. This includes the right product, quantity and condition, delivered at the right place and time, to the right customer and at an acceptable price. The familiar 7R idea makes the service objective practical. A company may have an efficient factory, but if the product reaches the customer late, damaged or in the wrong quantity, the supply chain has failed.

7R requirement	Meaning for customer value
Right product	The item should match the customer need and required specification.
Right quantity	Enough should be available to meet demand without creating unnecessary excess stock.
Right condition	Quality, packaging and handling should protect the product until delivery.
Right place	The product should reach the location where it creates use for the customer.
Right time	Delivery timing should match the promised and required service window.
Right customer	Order fulfilment must identify and serve the intended customer correctly.
Right price/cost	The service should be achieved at a cost and price that remain acceptable and competitive.

A second principle is to **view the supply chain as a single entity**. Purchasing, production, sales, warehousing and transport cannot optimise themselves