

R15**Code No: 721CT****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, January-2018****LOGISTICS AND SUPPLY CHAIN MANAGEMENT****Time: 3hours****Max.Marks:75**

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A.
Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) What are the various strategies in supply chain management? [5]
- b) Briefly explain the Logistics cost approach. [5]
- c) Write a brief note on Benchmarking and point out its significance. [5]
- d) Discuss the various drivers of supply chain. [5]
- e) What are the barriers of global logistics? [5]

PART - B**5 × 10 Marks = 50**

2. Define 'supply chain management integration' and discuss the stages of Steven's model of supply chain integration. [10]

OR

3. What are various challenges faced while managing supply chain management? [10]
4. What is 'customer profitability analysis'? Why has it gained importance in recent times? [10]

OR

5. Briefly explain the different phases of logistics development. What is customer profitability analysis? [10]

6. What are the dimensions of performance measurement in the supply chain world? [10]

OR

7. Discuss different drivers and bring out their impact on the performance of the supply chain. [10]

8. Enumerate the various steps involved in the process of sourcing decision/purchasing procedure. [10]

OR

9. Describe the roles and functions of inland container depots while acting as connecting modes of transportation. [10]

10. Explain the meaning of "world-class" in world-class supply chain management. What are the features of world-class companies? [10]

OR

11. What are the issues and challenges in global supply chain management? [10]