

R15

Code No: 721CT

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA II Semester Examinations, June/July-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 three flows about which any supply chain manager should be concerned with? Why are they considered as important and how are they related to each other? [5]
- b) What are the cost heads in the total cost analysis of a supply chain and how do they influence the shareholder's value? [5]
- c) What are the advantages of mapping the supply chain processes? [5]
- d) What are the major reasons because of which organizations go for outsourcing or buying? [5]
- e) How does globalization affect the security aspect of a supply chain? [5]

PART - B**5 × 10 Marks = 50**

2. In view of express delivery companies such as DHL, what are the changes that have happened in the last decade or so and what factors have driven these changes? [10]
- OR**
3. The conventional wisdom is that competition in the future will not be company vs. company but supply chain vs. supply chain. Give your views with suitable examples. [10]
4. For a large automobile manufacturer such as Ford, what benefits would it get in its logistical operations and enhancing shareholders' values by streamlining its operations? [10]
- OR**
5. What are the essential elements of a logistics management model? Explain with suitable diagram and relevant examples. [10]
6. What are the essential steps of benchmarking the logistics and supply chain process? What benefits do organizations get by such benchmarking efforts? [10]
- OR**
7. What are the advantages and disadvantages of forming strategic alliances with partners in a supply chain? [10]
8. What is bull-whip effect in any supply chain? What factors contribute to this effect? [10]
- OR**
9. Order management capability of any supply chain is very closely related to the customer relationship management. Explain the statement with suitable examples. [10]

10. A major electrical equipment manufacturing multi-national company has a number of product divisions such as industrial electrical equipment, nuclear power plant components, house hold appliances and lamps. This company, which has manufacturing and distribution network in over 30 countries, is considering a restructuring their global logistics activities. Please give them your suggestions with suitable explanations in order to assist them in their restructuring effort. [10]

OR

11. How do you think that a global supply chain can protect itself from various security aspects such as terrorism, piracy, smuggling and theft? Justify your answers with suitable examples. [10]

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