

R15**Code No: 721CT****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, April/May-2019****LOGISTICS AND SUPPLY CHAIN MANAGEMENT****Time: 3 hours****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 is integrated supply chain? [5]
- b) What is the basic logic that supports total cost analysis? [5]
- c) Establish the need for bench marking in SCM operations. [5]
- d) How does the cost of transportation affect the performance of e-retailers? [5]
- e) What are the risks of global supply chains? [5]

PART - B**5 × 10 Marks = 50**

- 2.a) How can organization manage its suppliers effectively?
 - b) How can SCM enable better customer service? [5+5]
- OR**
3. Explain how efficiency in logistics and supply chain management can bring about significant competitive advantage to the business organization? [10]
- 4.a) Discuss the trade-off between logistics efficiency versus speed of service.
 - b) How do you perform customer profitability analysis? [5+5]
- OR**
- 5.a) What is the importance of accurate logistics costing?
 - b) What are the drivers of logistics cost? [5+5]
6. What are the key performance metrics logistics? Explain each of them briefly. [10]
- OR**
- 7.a) What is the relevance of channel relationship to logistics performance?
 - b) What are the key factors that contribute to a lasting supplier partnership? [5+5]
8. Describe third party logistics services. What role do they play in Supply Chain Management? [10]
- OR**
- 9.a) What are some intermodal transportation alternatives?
 - b) Describe how CRM can be by firms managing their supply chains [5+5]



- 10.a) Discuss the issue of local autonomy versus Central Control in international Supply Chain Management.
- b) What are the dynamics of global market forces? [5+5]
- OR
- 11.a) Explain the nature of interlinked global economy.
- b) What are the key advantages of global sourcing? [5+5]

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