

**R15****Code No: 721CT****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, December-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 is the role and importance of Value added services in logistic and supply chain management? [5]
- b) What is the scope of direct product profitability in logistics? [5]
- c) Explain logistics service alliances. [5]
- d) Describe the Bullwhip Effect and its consequences in logistics. [5]
- e) Explain the Global strategy in logistics. [5]

**PART - B****5 × 10 Marks = 50**

2. Discuss various models pertaining to Logistics Management. [10]
- OR**
3. What is Competitive Performance? Explain its relevance in logistic Management. [10]
4. What are the different Principles of logistics costing? [10]
- OR**
5. Discuss the impact of Logistics on shareholder value. [10]
6. Define benchmarking? How to set benchmarking priorities in Logistics? [10]
- OR**
7. Write a short note on the following:  
a) Economics of distribution  
b) Channel structure [5+5]
8. Explain the transportation economies and pricing in logistic Management. [10]
- OR**
9. What are the sourcing decisions and transportation in supply chain management? [10]
10. Explain the issues and challenges connected to global supply chain management. [10]
- OR**
11. Discuss the Global supply chain business processes. [10]

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