

**R17****Code No: 742AJ****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, June/July-2018****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 competitive advantage? [5]
- b) What are value added services? [5]
- c) What is activity-based costing? [5]
- d) What is channel structure? [5]
- e) What is internal supply chain management? [5]

PART - B**5 × 10 Marks = 50**

2. Explain the scope and significance of logistics in supply chain management. [10]
- OR**
3. "Customer service is the output of the logistics and supply chain systems and is the key interface between the marketing function and logistics function". Explain. [10]
4. Discuss the major costs drivers and obstacles of supply chain management. [10]
- OR**
5. What are logistics costs? Explain the types of cost data needed for logistics costing. [10]
6. Explain the significance of 'benchmarking' in logistics and supply chain management. [10]
- OR**
7. What are the various logistics performance indicators? [10]
8. Discuss the various steps involved in developing a performance measurement and evaluation system in supply chain management. [10]
- OR**
9. What is the bullwhip effect and how does it relate to lack of coordination in the supply chain? [10]
10. Discuss the various issues and challenges in a global supply chain management. [10]
- OR**
11. Explain the trends in strategic sourcing of supply chain management at global markets. [10]

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