

**R17****Code No: 742AJ****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, December - 2019****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) Explain the importance of Logistics Management and Supply Chain Management for today's organizations. [5]
- b) Explain your understanding of the Third-party logistics (3PL). [5]
- c) Discuss the pros and cons of the retailer storage with consumer pickup. [5]
- d) What are the risks of selecting a supplier in poor financial condition? [5]
- e) Discuss the role of information technology in logistics management. [5]

**PART - B****5 × 10 Marks = 50**

2. Explain your observations on the era of Integrated Supply Chain Management. [10]
- OR**
3. What is a value chain? Explain primary and support activities in a firm's value chain. [10]
4. Explain the difficulties in developing effective purchasing & supply chain evaluation system. [10]
- OR**
5. Why have historical measures foc on unit price and cost reduction and not total cost? What measures can be implemented to measure total cost? [10]
6. Consider the purchase of a product of your choice at a retail store. Describe the various stages of the supply chain and the different flows and costs involved. [10]
- OR**
7. Describe the major steps in a supplier evaluation and selection process. [10]
8. What is 'Bull Whip' effect? Explain possible causes of bull whip effect. [10]
- OR**
9. Explain the features of the Six Sigma Performance Improvement Model. [10]
10. Explain the differences between international purchasing and global sourcing. [10]
- OR**
11. Explain the sources buyers rely on to provide information about worldwide suppliers. [10]

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