

**R17****Code No: 742AJ****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, April/May-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) Write a short note on competitive performance model. [5]
- b) Summarize the concept of based costing. [5]
- c) Reframe the channel structure in logistics and supply chain relationship. [5]
- d) Generalize the concept of customer relationship management. [5]
- e) Assess the concept of global purchasing. [5]

**PART - B****5 × 10 Marks = 50**

2. Indicate the gaining competitive advantage through logistics and brief on focus areas in supply chain management. [10]

**OR**

3. Explain the significance of logistics in supply chain management and brief on models in logistics management. [10]

4. Write a detailed note on logistics and bottom line and brief on activity based costing. [10]

**OR**

5. Demonstrate the customer profitability analysis in logistics cost and performance. [10]

6. Compute the Identifying logistics performance indicators and state the channel structures. [10]

**OR**

7. Explain in detail about the channel relationship in the logistics and supply chain relationship. [10]

8. Discuss in detail about pricing and revenue management and make a note on Bullwhip Effect. [10]

**OR**

9. Describe the internal supply chain management for effective CRM. [10]

10. Examine the views of global logistics in supply chain management and brief on global operations levels. [10]

**OR**

11. Discuss the issue and challenges in global supply chain management and make a note on channels in global logistics. [10]