

**R17**
**Code No: 742AJ**
**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA II Semester Examinations, December - 2018**
**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) Define the term 'Logistics' and describe how the three-way relationship model explains the bases for a company's success in the market place. [5]
- b) Explain the rationale behind Total Cost Analysis and the principal requirements for an effective logistics costing system. [5]
- c) Explain the concept of competitive benchmarking and outline its objectives and associated benefits. [5]
- d) Discuss, briefly, the classification of Transportation costs into various categories. [5]
- e) What are the differences in performance-cycle length between domestic and global operations and how do they affect logistical planning? [5]

**PART - B**
**5 × 10 Marks = 50**

- 2.a) Briefly explain the mission of logistics management.
- b) Explain how the concept of value chain helps a firm in identifying strategically relevant activities to gain competitive advantage and success in the market place. [5+5]

**OR**

3. Discuss, in detail, the changing logistics environment highlighting the most challenging strategic issues confronting the business organization today. [10]

- 4.a) Explain the basic model for customer profitability analysis.
- b) How does Customer profitability matrix provide some generalized guidance for strategic direction of a business? [5+5]

**OR**

- 5.a) Explain how Economic value added (EVA) may be to measure the impact of logistics service on shareholder value.
- b) How is Market value added (MVA) related to EVA?
- c) How do you measure capital efficiency? Explain how this measure is in enhancing share holder value. [3+3+4]

- 6.a) Distinguish between value-adding time and non-value-adding time in the context of mapping supply chain processes.
- b) Explain the benchmarking priorities in mapping supply chain processes. [5+5]

**OR**

- 7.a) Define the term 'distribution channel'.
- b) Discuss the differences between primary and secondary channel participants and provide an example of each. [5+5]



- 8.a) What is the bullwhip effect and how does it relate to lack of coordination in a supply chain?
- b) Explain, briefly, the impact of lack of coordination on the performance of a supply chain. [5+5]

**OR**

- 9.a) Why do firms offer different prices to different customers for the same unit of Capacity?
- b) Identify the key characteristics of industries where revenue management can be applied.
- c) Explain why dynamic pricing provides higher profits compared to fixed price strategy? [3+3+4]

- 10.a) Explain, briefly, the forces driving globalization.
- b) Describe the most pressing challenges for logistics managers arising from the globalization of supply chains. [5+5]

**OR**

- 11.a) Describe, briefly, the barriers to global logistics.
- b) Discuss the factors to be considered in making global supply chain design decisions under uncertainty in practice. [5+5]

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