

CODE NO: R5-32/MBA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA-III Semester Regular Examinations February -2010

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time:3hours

Max.Marks:60

**Answer any Five questions
All questions carry equal marks**

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1. Explain how a firm can achieve competitive advantage through efficient logistic management.
2. What do you understand by service driven logistics systems and brief on customer service and customer retention?
3. What are the elements in logistics system design and state different approaches to analysis of logistics systems?
4. What is logistics accounting and brief on the principles of logistics costing?
5. What is benchmarking? Explain the bench marking procedure for LASM operations?
6. How transportation is life and blood for LASM, explain in detail?
7. What is Bullwhip effect and state the various causes of bullwhip effect and the remedial strategies used.
8. Discuss the concept of global logistics and supply chain management in the context of today's global business environment?