

CODE NO: R7-31/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. Discuss the goal of a supply chain and explain the impact of supply chain decisions on the success of a firm.
2. How can the full set of logistical and cross-functional drivers be used to create strategic fit for a PC manufacturer targeting both time sensitive and price-conscious customers?
3. Why is it important to consider uncertainty when evaluating supply chain design decisions?
4. What role does forecasting play in the supply chain? Identify the components of demand forecast.
5. What is the difference between lot-sized-based and volume based quantity discounts? When are quantity discounts justified in a supply chain?
6. Discuss key drivers that may be used to their transportation. How does tailoring help?
7. What are the four possible strategies in setting up global integrated logistics channels and how does each one operate?
8. What is a channel distribution? How are logistics and marketing mutually dependent on each other in making sure that the channel operates efficiently and effectively?