

**Code No: MB1341/R13****MBA IV Semester Regular/ Supplementary Examinations, June-2016****LOGISTICS AND SUPPLY CHAIN MANAGEMENT****Time: 3 Hours****Max. Marks: 60**

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*Answer Any FIVE Questions  
All Questions Carry Equal Marks  
Question No. 8 is Compulsory*

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|------|---|----|
| 1. a | What is SCM?  | 4  |
| b    | What are the focus areas in SCM?                                      | 8  |
| 2.   | What do you understand by economies of scale in supply chain?         | 12 |
| 3. a | What is Supply Chain Relationship?                                    | 4  |
| b    | Why is it important for the success of Supply Chain Management?       | 8  |
| 4. a | What is CRM?  | 4  |
| b    | Explain the role of CRM in SCM.                                       | 8  |
| 5. a | What do you mean by global logistics?                                 | 4  |
| b    | Describe the channels in global logistics.                            | 8  |
| 6.   | What are the measure in measuring the logistics cost and performance? | 12 |
| 7. a | What is benchmarking?   | 4  |
| b    | Explain its significance in logistics and supply chain management.    | 8  |
| 8.   | <b>Case Study</b>   | 12 |

Why the technology based strategies used in supply chain management? Describe why the high-tech industry has been the leader in adopting supply chain IT systems. Take a hypothetical organization how it is gain an advantage with the help of IT.

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