

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

*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. | Case Study | 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.
