

**Code No: MB1641/R16**
**MBA IV Semester Regular Examinations, April-2018**
**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*

1. a What is competitive advantage? 4M  
b How the firms have to gain competitive advantage through logistic - integrated supply chain 8M
2. a What do you mean by channel relationships? 4M  
b How it is useful in customer service enabling and customer retention? 8M
3. a Define total cost analysis. 4M  
b Explain the principles of logistics costing 8M
4. a What is benchmarking? 4M  
b Explain the benchmarking priorities in mapping supply chain process. 8M
5. a What is sourcing decision? 4M  
b Explain the transportation economies and pricing documentation 8M
6. a What is direct product profitability? 4M  
b Explain the role of CRM in SCM. 8M
7. a Discuss the importance of logistics in a global economy 4M  
b Explain the issues and challenges in global supply chain management. 8M

8. The Jaya Company supplies electric motors to Electronic Distributors, Inc. on a delivered price basis. Jaya has the responsibility for providing transportation. The traffic manager has three transportation service choices for delivery-rail, piggyback and truck. He has compiled the following information: 12M

Transportation Mode	Transit Time Days	Rate Rs/Unit	Shipment Size Units
Rail	16	25.00	10,000
Piggyback	10	44.00	7,000
Truck	4	88.00	5,000

Electronic Distributors purchases 50,000 units per year at a delivered contract price of Rs. 500 per unit. Inventory carrying cost for both companies is 25 percent per year. Which mode of transportation should Jaya select? Justify your decision.

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