

**R05**

**Code No: MA301**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA - III Semester Examinations January 2011**

**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 logistics constitute the source of competitive advantage. Illustrate.
2. What are Service- Driven Logistics Systems? Explain how to meet increasing customer expectations on value added services related to Logistics.
3. Explain the steps in Logistics Re-engineering Procedure.
4. “The bottom line of Logistics is Customer Profitability.”, Comment and justify your comments on this statement.
5. Analyse Supplier and Distributor Benchmarking process with appropriate examples.
6. What is the role of transportation in Supply Chain? Explain various transportation decisions involved in Supply Chain Management.
7. Assuming yourself as an Apparel Exporter and Distributor, design a global logistics strategy for your company.
8. Write a short note on any two of the following
  - a) Bullwhip Effect
  - b) Information Technology and Supply chain
  - c) E-Business and Supply chain

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