

**R07**

**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 the process of Achieving Strategic Fit in supply chain.
2. What are the Drivers of Supply chain performance? Explain their importance with examples.
3. Write short notes on the importance of Distribution in Supply chain.
4. What is Predictable Variability? Explain the role of aggregate planning in managing Predictable Variability.
5. Explain the process of Benchmarking Logistics Process and Supply chain operations.
6. What are the Economies of Scale in Supply chain? Explain their importance in managing uncertainty in Supply chain.
7. How could a company manage Cross Functional Drivers in a Supply chain?
8. Write short notes on any **two** the following
  - a) Logistics in a Global Economy
  - b) Issues and Challenges in Global Supply Chain Management
  - c) Information Technology and Coordination in Supply chain.

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