

R09

Code No: E5309

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 significance of supply chain decision phases. Identify the key metrics that track the performance of supply chain in terms of supply chain drives.
2. Discuss why strategic fit is critical and how a firm needs to tailor its supply chain to best meet the needs of different customer segments.
3.
 - a) Bring out different design options for a distribution network.
 - b) Develop a framework for making network design decisions.
4. Write a brief note about cycle inventory and safety inventory in supply chain. A firm has a demand distribution during the constant lead time of every week with a standard deviation of 250 units. The firm wants to provide 98 % service. How much safety stock should be carried out? If the demand during the lead team averages 800 units, what is the appropriate recorder level.
(The value for 98% service level from standard normal table is 2.05)
5. Forecasts of future demand are essential for making supply chain decisions. Bring out the different methods to forecast future demand and also aggregate planning strategies.
6. Discuss the views of Global logistics and barriers to Global logistics. Explain the role of sourcing in supply chain.
7. Explain Bullwhip effect, obstacles to coordinates in supply chain and managerial levers to achieve coordination in supply chain.
8. Write short notes on a) ASN b) VMI c) ISCM d) RFID
