

Code No: 782AF

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, August/September - 2023

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Max.Marks:60

**Note:** This question paper contains two parts A and B. i) **Part- A** for 10 marks, ii) **Part - B** for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of **ten questions** (numbered from 2 to 11) **carrying 10 marks each**. From each unit, there are two questions and the student should answer one of them. Hence, the student should answer any five questions from Part-B.

**PART- A****(10 Marks)**

- 1.a) Explain the objectives of a Supply Chain briefly. [1]
- b) Define the term "Value Chain Process" and explain its importance. [1]
- c) Discuss the functions of Logistics Management. [1]
- d) Explain the concept of Cross-Docking in logistics. [1]
- e) What are the key issues in Supply Chain Management? [1]
- f) Define and elaborate on Green Supply Chain Management. [1]
- g) Discuss the concept of the Bullwhip Effect in supply chain performance. [1]
- h) Explain the SCOR Model used for performance measurement. [1]
- i) Why is coordination important in a Supply Chain? Explain briefly. [1]
- j) Describe the role of Information Technology in Supply Chain 4.0. [1]

**PART-B****(50 Marks)**

2. Explain the stages of the Supply Chain in detail. [10]
- OR**
3. Discuss the strategic fit in Supply Chain Management. [10]
4. Differentiate between Logistics and Supply Chain Management. [10]
- OR**
5. Describe the concept of Third-party Logistics (3PL) and its significance. [10]
6. Discuss the factors influencing the design of the distribution network. [10]
- OR**
7. Explain the impact of e-Business on distribution networks. [10]
8. Describe the challenges in establishing a global supply chain. [10]
- OR**
9. Explain the factors that influence the designing of a global supply chain network. [10]

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10. Explain how continuous replenishment and vendor-managed inventories can enhance supply chain coordination. [10]

**OR**

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11. Discuss the role of collaborative planning, forecasting, and replenishment in supply chain management. [10]

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