

Code No: 762AF**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, February/March - 2024****LOGISTICS AND SUPPLY CHAIN MANAGEMENT****Time: 3 Hours****Max.Marks:75**

- Note:** i) Question paper consists of Part A, Part B.
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A**(25 Marks)**

- 1.a) Briefly explain competitive advantages through logistics. [5]
- b) Explain the different components of Total Cost analysis. [5]
- c) Briefly discuss supply chain benchmarking in logistics process. [5]
- d) What is internal supply chain management? [5]
- e) Describe the role of global supply chain in business processes. [5]

PART - B**(50 Marks)**

2. What is meant by logistics? Explain the models of logistics management with suitable examples. [10]

OR

3. Elaborate on the key differences between logistics and supply chain management and discuss the evaluation from logistics to supply chain management. [10]

4. Discuss in detail the concept, method and benefits of activity based costing and illustrate the role of cost drivers in logistics performance. [10]

OR

5. What are the principles of logistics costing? Explain the relationship between logistics and the bottom line performance. [10]

6. Elaborate on the process of supplier and distributor benchmarking and examine the procedure for setting benchmarking priorities. [10]

OR

7. What are logistics performance indicators? Explain the channel structures in supply chain management with a real-world example. [10]

8. Discuss in detail the sourcing decisions and transportation in supply chain management and brief on the role of infrastructure suppliers on pricing products. [10]

OR

9. Explain the Bullwhip Effect. Briefly discuss the impact of lack of coordination and Bullwhip Effect. [10]

10. Discuss in detail the issues and challenges in global supply chain management and brief on interlinked global economy. [10]

OR

11. What is meant by global logistics? Briefly discuss the channels in global logistics and need of global alliances in managing global logistics. [10]