

Code No: 782AF

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, February/March - 2024

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**. Each of these questions is from each unit and may contain sub-questions. For each question there will be an “either” “or” choice, which means that there will be two questions from each unit and the student should answer either of the two questions.

PART - A**(10 Marks)**

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|---|-----|
| 1.a) What do you mean by Supply Chain? | [1] |
| b) Describe the Strategic Fit. | [1] |
| c) What are the functions of Transportation? | [1] |
| d) Describe the concept of outsourcing. | [1] |
| e) Brief on the role of Network on supply chain. | [1] |
| f) Brief on importance of Supply Chain Network in LSCM. | [1] |
| g) What is Bullwhip Effect? | [1] |
| h) Describe the dimensions of Performance Measurement. | [1] |
| i) Brief on Continuous Replenishment. | [1] |
| j) What is Collaborative Planning? | [1] |

PART - B**(50 Marks)**

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|--|-------|
| 2.a) List out the Objectives of Supply Chain and illustrate the stages of supply chain. | |
| b) Explain Value Chain Process with an example. | [5+5] |
| OR | |
| 3.a) What is meant by Strategies? Discuss Supply Chain Strategies in brief. | |
| b) Describe the concept of green supply chain management. | [5+5] |
| 4.a) Explain Components and Functions of Logistics Management. | |
| b) Explain the strategic decision to outsourcing in brief. | [5+5] |
| OR | |
| 5.a) What is Competitive Advantage? How do Competitive Advantage can be achieved through Logistics Management? | |
| b) Discuss the concept of cross docking with an example. | [5+5] |
| 6.a) Write a note on Designing the Distribution Network and explain Factors Influencing Distribution. | |
| b) Brief on role of 4PL on supply chain performance. | [5+5] |
| OR | |
| 7.a) Define Network Design and explain role of Network Design in the Supply Chain. | |
| b) Discuss the impact of e-business on designing supply chain network. | [5+5] |

QA QA QA QA QA QA QA G

8. Explain the following:
a) Global Supply Chain Network establishing challenges.
b) SCOR Model with suitable example. [5+5]

QA QA QA QA QA QA QA G

- OR**
9.a) What is Performance Measurement? Discuss Tools of Performance Measurement.
b) How do you reduce the bullwhip effect? [6+4]

10. Write a short note on :
a) Supply Chain 4.0 and technology impact on SCM.
b) Vendor Managed Inventories for replenishment. [5+5]

QA QA QA QA QA QA QA G

- OR**
11.a) Discuss reasons for Lack of Supply Chain Coordination and the Bullwhip Effect.
b) Explain the importance of Coordination in a Supply Chain. [5+5]

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QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G