

**R19**

**Code No: 762AF**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA II Semester Examinations, February/March - 2025**

**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) What is meant by competitive advantage? [5]
- b) What are the principles of logistics costing? [5]
- c) Briefly discuss the benefits of logistics service alliances. [5]
- d) What is the importance of customer relationship management in logistics? [5]
- e) What do you understand by global logistics? [5]

**PART - B**

**(50 Marks)**

2. Why is customer service important in logistics? Discuss the customer retention strategies for logistics industry. [10]

**OR**

3. Discuss how a firm can gain competitive advantage through logistics-integrated supply chain. [10]

4. What is the relationship between logistics and bottom line? Elaborate on the different components of Total Cost. [10]

**OR**

5. Describe the cost drivers and elaborate on the concept, method and benefits of activity-based costing. [10]

6. Discuss in detail various channel structures in supply chain management. [10]

**OR**

7. What do you understand by supply chain mapping? Discuss how to set a benchmark. [10]

8. Describe the meaning, objectives and process of internal supply chain management. [10]

**OR**

- 9.a) Elaborate on the pricing and revenue management in supply chains. [5+5]
- b) Illustrate the sourcing decisions in transporting.

QA QA QA QA QA QA QA G

QA 10.a) Discuss in detail the issues and challenges in global supply chain management. [6+4] QA G  
b) Brief on logistics in a global economy.

**OR**

11. Elaborate on the following:  
a) Channels in global logistics in modern era.  
b) Global alliances and its importance.

[5+5]

QA 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

QA QA QA QA QA QA QA G