

R22

Code No: 782AF

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, February/March - 2025

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)

- 1.a) What are the primary objectives of a supply chain? [1]
- b) Identify the best practices in SCM. [1]
- c) What is containerization? [1]
- d) What are the functions of Transportation? [1]
- e) What is the impact of e-business on traditional distribution networks? [1]
- f) Briefly explain how modeling is used in supply chain network design. [1]
- g) Write a short note on SCOR Model. [1]
- h) What is the Bullwhip Effect? [1]
- i) What is the purpose of building partnerships and trust in Supply Chain? [1]
- j) What is Continuous Replenishment? [1]

PART – B

(50 Marks)

2. Discuss the various stages of a supply chain. How do these stages contribute to value creation in the value chain process? [10]
- OR**
3. Discuss the importance of green supply chain management in the context of sustainability and environmental responsibility. Illustrate with Industry examples. [10]
 4. Explain the evolution of logistics management and discuss its objectives in enhancing business operations and customer satisfaction. [10]
- OR**
5. Evaluate the importance of reverse logistics in modern supply chains. Illustrate its utility for sustainability and profitability. [10]
 6. Explain the role of distribution in the supply chain and discuss the factors that influence the design of a distribution network. [10]
- OR**
7. Examine the role of network design in supply chain management with suitable illustrations. [10]

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8. Analyze the dimensions of supply chain performance measurement. What is the importance of assessing performance, and how does it influence decision-making? [10]

OR

9. Evaluate the challenges associated with establishing a global supply chain. How do these challenges impact efficiency and cost? [10]

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10. Examine the obstacles to achieving supply chain coordination. Discuss how these obstacles can be addressed at various managerial levels. [10]

OR

11. What is Vendor Managed Inventory (VMI)? Discuss how VMI can improve supply chain efficiency? [10]

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