R09

Code No: E5309

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA – III Semester Examinations, February -2012
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time: 3hours **Max. Marks: 60**

Answer any five questions
All questions carry equal marks

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1. Supply chain management today has emerged as an integrative philosophy and a strategic level business practice. What are the goals and contributions of supply chain in twenty first century competitive environment? Bring out the key metrics that track the performance of supply chain in terms of supply chain drives.

2. What are the factors a manager needs to consider while designing an effective network design decisions? Discuss the models that are useful in identifying suitable geographic locations within a region?

3. Forecasts of future demand are essential for making supply chain decisions. What are the different methods to forecast future demand? A car dealer has a weekly demand of 60, 66, 54 and 52 units over the last four weeks. Forecast demand for period 5 using four period moving average. What is the forecast error if the demand in period 5 turns out to be 65 units?

4. How can a manger minimize the total cost while considering the lot sizing decisions in cycle inventory? How should trade promotions be structured to maximize their impact while minimizing the additional cost that they impose on the supply chain?

5. "Global logistics development requires creation of an international operating philosophy and vision." Discuss the views of Global logistics and barriers to Global logistics.

6. Explain the aggregate planning strategies to make tradeoff among different costs to maximize supply chain probability. Discuss variety of design options for transportation networks.

7. Explain the role of revenue management in supply chain. What is bullwhip effect and how does it impact the performance of the supply chain?

8. Write short notes on
   a) Work of Logistics
   b) Distributor storage with last mile delivery
   c) Logistical operating arrangements
   d) Arms length relationship

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