

**Code No: MB1641/R16**

**MBA IV Semester Regular Examinations, April-2018**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**Time: 3 Hours**

**Max. Marks: 60**

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*Answer Any **FIVE** Questions  
All Questions Carry Equal Marks  
Question No. 8 is Compulsory*

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|------|---|----|
| 1. a | What is competitive advantage?  | 4M |
| b    | How the firms have to gain competitive advantage through logistic - integrated supply chain | 8M |
| 2. a | What do you mean by channel relationships?  | 4M |
| b    | How it is useful in customer service enabling and customer retention?                       | 8M |
| 3. a | Define total cost analysis.   | 4M |
| b    | Explain the principles of logistics costing   | 8M |
| 4. a | What is benchmarking?   | 4M |
| b    | Explain the benchmarking priorities in mapping supply chain process.                        | 8M |
| 5. a | What is sourcing decision?  | 4M |
| b    | Explain the transportation economies and pricing documentation                              | 8M |
| 6. a | What is direct product profitability?   | 4M |
| b    | Explain the role of CRM in SCM.   | 8M |
| 7. a | Discuss the importance of logistics in a global economy                                     | 4M |
| b    | Explain the issues and challenges in global supply chain management.                        | 8M |

8. The Jaya Company supplies electric motors to Electronic Distributors, Inc. on a delivered price basis. Jaya has the responsibility for providing transportation. The traffic manager has three transportation service choices for delivery-rail, piggyback and truck. He has compiled the following information:

Transportation Mode	Transit Time Days	Rate Rs/Unit	Shipment Size Units
Rail	16	25.00	10,000
Piggyback	10	44.00	7,000
Truck	4	88.00	5,000

Electronic Distributors purchases 50,000 units per year at a delivered contract price of Rs. 500 per unit. Inventory carrying cost for both companies is 25 percent per year.

Which mode of transportation should Jaya select? Justify your decision.