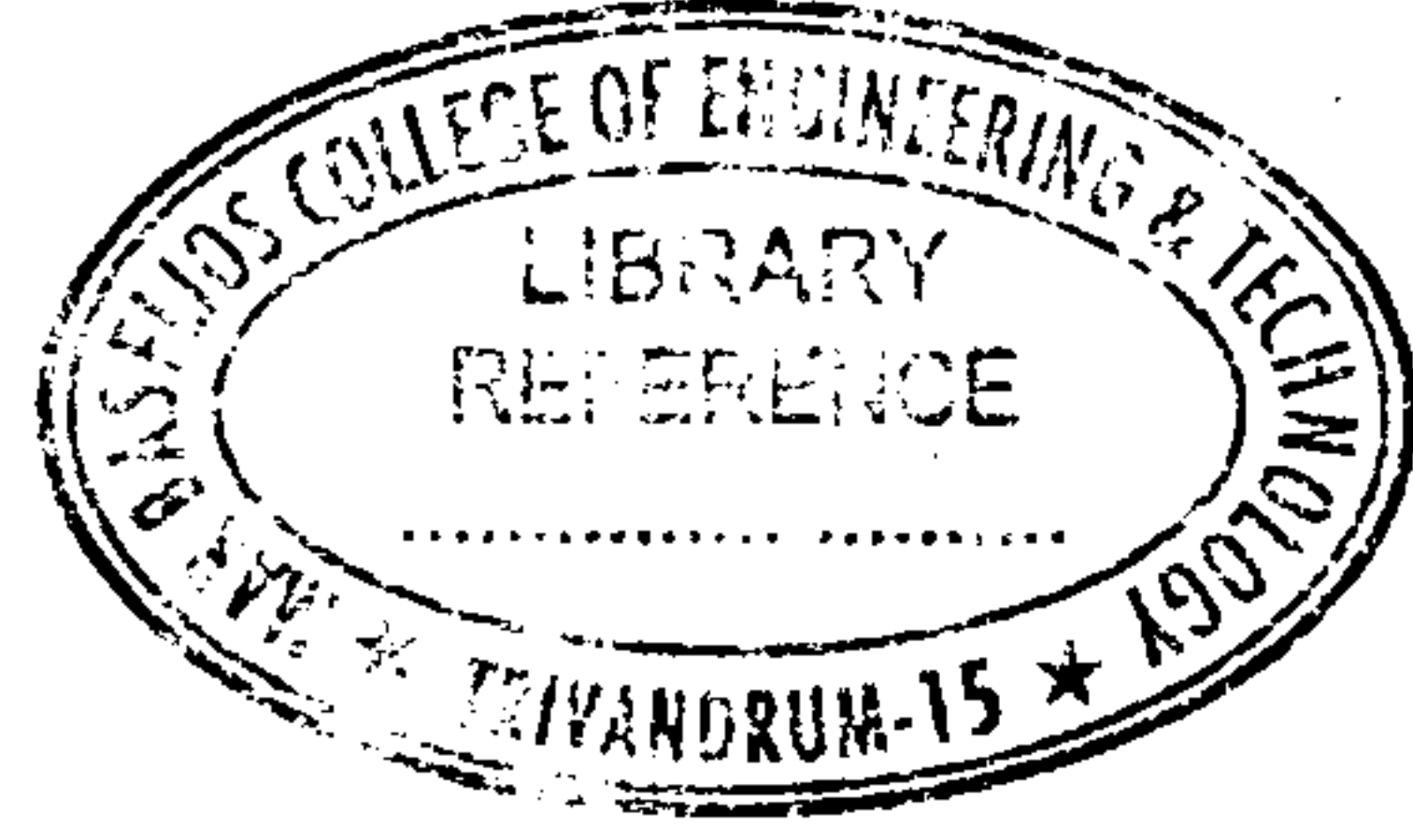




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C – 2394

Reg. No. : .....

Name : .....

**Eighth Semester B.Tech. Degree Examination, May 2017  
(2013 Scheme)**

**13.806.16 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT (MP)**

Time : 3 Hours

Max. Marks : 100

**PART – A**

Answer **all** questions. **Each** question carries **2** marks.

1. What do you mean by a supply chain ?
2. List the major factors affecting logistics.
3. What is the role of customers in a supply chain ?
4. Explain the steps in supply chain design process.
5. What are the major factors affecting a supply chain ?
6. Explain the framework for supply chain design.
7. Explain the evolution of ERP from MRP.
8. How can you link business success with supply chain ?
9. What is eSCM ?
10. What do you mean by agile supply chains ? **(10x2=20 Marks)**

**PART – B**

Answer **any one full** question from **each** Module. **Each full** question carries **20** marks.

**Module – I**

11. a) Bring out the importance of logistics for a manufacturing organization.  
b) What are the economic issues related to logistics ?
12. a) What are the objectives of Supply Chain Management ?  
b) Explain the network relations in a supply chain.

P.T.O.



**Module – II**

13. a) Explain the evolution of supply chain models.  
b) Explain PLC grid.
14. a) Which are the considerations for addressing manufacturing strategy for an extended supply chain ?  
b) Explain how you can link SC with customers.

**Module – III**

15. a) What are the factors to be considered while designing a supply chain for a new product ?  
b) What do you mean by collaborative product commerce ?
16. a) What do you mean by product data management ?  
b) Explain the warehouse management system.

**Module – IV**

17. a) Explain the role of supply chain in e-Business.  
b) Briefly describe the b2b practices.
18. a) Explain eSRM and eLRM.  
b) What do you mean by reverse logistics ?

**(4×20=80 Marks)**

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