

**IV B. TECH I SEMESTER REGULAR EXAMINATIONS, NOVEMBER - 2023**  
**SUPPLY CHAIN MANAGEMENT**  
**(ARTIFICIAL INTELLIGENCE AND DATA SCIENCE)**

Time: 3 hours

Max. Marks: 70

**Note : Answer ONE question from each unit (5 × 14 = 70 Marks)**

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UNIT-I

1. a) Explore the significance of customer service in supply chain management. [7M]
- b) Define and discuss the concept of basic service capability in logistics. [7M]

(OR)

2. a) Argue the case for logistics being a critical driver of competitive performance in today's business environment. [7M]
- b) Explain how Value -added services contribute to customer satisfaction and differentiation in the market? [7M]

UNIT-II

3. a) Define direct product profitability and its relevance in logistics. [7M]
- b) Explore the various cost drivers in logistics. [7M]

(OR)

4. a) Discuss the challenges and opportunities in implementing logistics cost measurement strategies. [7M]
- b) Evaluate the evolving trends in logistics cost measurement and performance evaluation. [7M]

UNIT-III

5. a) Examine the concept of logistics service alliances. [7M]
- b) Evaluate the evolving landscape of logistics and supply chain management in the era of digitalization and technological advancements. [7M]

(OR)

6. a) Examine the role of channel structure in supply chain management. [7M]
- b) Discuss the economics of distribution in the context of supply chain management. [7M]

UNIT-IV

7. a) Analyze the role of Customer Relationship Management (CRM) in supply chain management. [7M]
- b) Elaborate on the specific impacts of a lack of coordination in the supply chain and its affect on various stakeholders, including suppliers, manufacturers, and distributors? [7M]

(OR)

8. a) Explore the challenges and consequences of a lack of coordination in the supply chain. [7M]
- b) Define and explain the Bullwhip Effect in the supply chain. How does this phenomenon occur? [7M]

**Code No : 20ME7002****UNIT-V**

9. a) Identify and critically analyze the key issues and challenges faced by organizations in managing global supply chains. [7M]  
b) Investigate the significance of global alliances in the context of logistics. [7M]
- (OR)
10. a) Analyze the different channels utilized in global logistics. [7M]  
b) Illustrate how does integrated logistics solutions contribute to the effectiveness of global supply chains. [7M]

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