

C 20486

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Name.....

Reg. No.....

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.B.A.

**BBA 6B 16—SUPPLY CHAIN AND LOGISTICS MANAGEMENT
(MARKETING ELECTIVE)**

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Define Supply chain.
2. What is meant by value chain ?
3. What is outbound logistics ?
4. Write short note on supply chain drivers.
5. What are key components of a 4PL ?
6. Define logistics.
7. Define physical distribution.
8. What is meant by warehousing ?
9. What are bonded warehouses ?
10. Explain ABC analysis.
11. Explain the term supply chain synchronization.
12. What is international logistics ?
13. What is strategic sourcing ?

Turn over

14. What is e-procurement ?
15. Explain Just- in- Time.

(10 × 3 = 30 marks)

Section B

*Answer at least **five** questions.
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.*

16. How supply chain management differ from logistics management ?
17. Why value chain analysis is important ?
18. Explain briefly about the different participants of supply chain.
19. Define logistics management. What are its functions ?
20. Explain JIT and ABC analysis ?
21. Explain transportation decision.
22. Define supply chain management. What are its features ?
23. Explain briefly about supply chain security.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.
Each question carries 10 marks.*

24. Explain transportation and modes.
25. Discuss about Bullwhip effect. How it can be reduced ?
26. Explain logistic management. What are the various components of logistics ?
27. Explain the role of IT in supply chain management ?

(2 × 10 = 20 marks)