



35628

Reg. No.

--	--	--	--	--	--	--	--

VI Semester B.B.A. Degree Examination, August/September - 2023

**BUSINESS MANAGEMENT**

**Supply Chain and Logistics Management**

**(CBCS Scheme 2019-20 Regular Freshers and Repeaters)**

**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates :**

Answers to be written in English only.

**SECTION - A**

Answer any **FIVE** questions. Each question carries **2** marks.

**(5×2=10)**

1. a) Define supply chain management.
- b) What is supply chain integration?
- c) What do you mean by logistics management?
- d) Define inbound logistics.
- e) What is lead time?
- f) Give the meaning of procurement cycle.
- g) State derived demand with an example.

**SECTION - B**

Answer any **THREE** questions. Each question carries **5** marks.

**(3×5=15)**

2. Write a short note on supply chain strategies.
3. Bring out the objectives and functions of logistics.
4. Write a note on Buyer's perspective in supply chain management.
5. Briefly explain supply chain responsiveness.

[P.T.O.]





(2)

35628

SECTION - C

Answer any **THREE** questions. Each question carries 15 marks.

(3×15=45)

6. Discuss supply chain management as a management philosophy.
7. Explain the role of government in logistics.
8. Elaborate on the methods to reduce lead time for enhanced customer service.
9. Explain the methods of demand forecasting.

