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VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Supply Chain and Logistics Management

(CBCS Scheme (F) 2019)

Paper : MK - 6.6

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answers should be written in English only.

SECTION - A

I. Answer any five questions from the following. Each question carries 2 marks. (5×2=10)

1. a. What do you mean by Inbound logistics?
- b. What is push - pull strategy?
- c. Enumerate the meaning of Read time?
- d. Write the meaning of replenishment cycle.
- e. Define strategic fit.
- f. What do you mean by derived demand?
- g. Give the meaning of value chain analysis.

SECTION - B

II. Answer any Three questions from the following. Each question carries 5 marks.(3×5=15)

2. Write a short note on supply chain strategies.
3. Elaborate the concept of pull strategy.
4. Differentiate between efficient supply chain and responsive supply chain.
5. Discuss the concept of customer order decoupling point.

[P.T.O.]





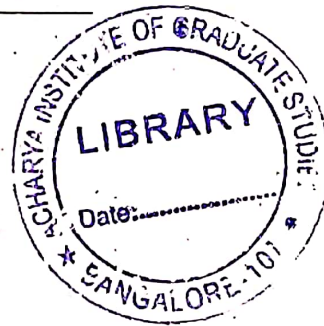
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SECTION - C

III. Answer any **Three** questions from the following. Each question carries **15** marks. (3×15=45)

6. Explain in detail the functions of supply chain management.
7. Discuss in detail collaborative planning, forecasting and replenishment.
8. Explain the role of cycle view of supply chain process.
9. Discuss the role of government in logistics.





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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.

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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.

