

D 12155

Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, DECEMBER 2016**

(CUCSS)

**BUS 3C 21—SUPPLY CHAIN MANAGEMENT**

(2013 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

**Part A**

*Answer all the questions,  
Each question carries 1 weightage.*

1. What is supply chain management ?
2. What is inventory management ?
3. Why Logistics Audit and Control ?
4. Explain the role of warehousing and storage.
5. Give the meaning of Supply chain value strategy.
6. What is logistics future direction ?

(6 × 1 = 6 weightage)

**Part B**

*Answer any three questions,  
Each question carries 2 weightage.*

7. Briefly explain the logistics planning and future direction.
8. Describe primary purpose of bar code packaging.
9. Explain important modes of physical distribution and logistics.
10. Describe the importance of co-operation and collaboration with supply chain partners.
11. What are the benefits of warehousing ?

(3 × 2 = 6 weightage)

**Part C**

*Answer any one question,  
Each question carries 6 weightage.*

12. Discuss the important transportation systems and its characteristics and advantages.
13. Explain the relevance and methods of international logistics management.

(1 × 6 = 6 weightage)