

**C 40456**

(Pages : 2)

Name.....

Reg. No.....

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2023**

(CBCSS-UG)

BBA

BBA 6B 16—SUPPLY CHAIN AND LOGISTICS MANAGEMENT (Marketing Elective)

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum Marks : 80

**Part A**

*Answer all questions.  
Each question carries 2 marks.*

1. Define Supply Chain.
2. What is meant by global supply chain ?
3. What is in bound logistics ?
4. Write short note on packaging and labelling in logistics.
5. What is meant by 4PL ?
6. Define logistics.
7. What are the three levels of outsourcing ?
8. What is meant by inventory management ?
9. What are bonded warehouses ?
10. Explain ERP.
11. Explain the term supply chain synchronization.
12. What is international logistics ?
13. What is strategic sourcing ?
14. What is e-procurement ?
15. Explain Just-in-Time.

(15 × 2 = 30, Maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer all questions.  
Each question carries 5 marks.*

16. Define supply chain management. What are its features ?
17. State the importance of logistics management.
18. Explain briefly about the different participants of supply chain.
19. Define logistics management. What are its functions ?
20. Explain Bar coding and RFID technology.
21. Explain value chain and value chain analysis.
22. Explain global supply chain with its features.
23. Explain logistic value proposition.

(8 × 5 = 40, Maximum ceiling 35 marks)

**Part C**

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

24. Explain in detail the various elements of supply chain management.
25. Explain the third party logistics.
26. Explain logistic management. What are the various components of logistics ?
27. Give a brief account of transportation with their relative merits and demerits.

(2 × 10 = 20 marks)