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Name.....

Reg. No.....

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2024**

(CBCSS—UG)

B.B.A.

BBA 6B 16—SUPPLY CHAIN AND LOGISTICS MANAGEMENT

(Marketing Elective)

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.*

1. Define Supply Chain.
2. List the Components of SCM Flow ?
3. What is a Warehouse ?
4. What is meant by Supply Chain Collaboration ?
5. What is JIT ?
6. What is RFID ?
7. What is EDI ?
8. What is meant by global Supply Chain Integration ?
9. Define e-commerce.
10. What is meant by value of supply chain ?
11. What is meant ABC Analysis ?
12. What is e-procurement ?
13. What is meant by Supply Chain Security ?
14. What is Flexible Logistics ?
15. What is 4PL ?

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

**Turn over**

**Part B**

*Answer all questions.*

16. List and explain the advantages of Air Transport.
17. Write a short note on importance of Post Sale Service in Supply Chain Management
18. List major benefits of Supply Chain Management.
19. Explain the concept of International Retailing with the help of Examples.
20. What is meant by Supply Chain Strategy ? Explain its importance.
21. List the factors to be considered while developing a Supply Chain Strategy.
22. What is meant by Multi-model Transport ?
23. What is Bill of Lading ?

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

**Part C**

*Answer any two questions.*

24. What is meant by Strategic Sourcing ? Briefly explain the Strategic Sourcing Process.
25. What are the factors to be considered while selecting transportation mode ? Explain different modes of transport and their advantages and disadvantages.
26. Explain The Importance of Logistics in Global Trade.
27. Explain Key Factors that Impact Distribution Network Effectiveness in Logistics.

(2 × 10 = 20 marks)