

D 120026**(Pages : 2)****Name.....****Reg. No.....****SIXTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
MARCH 2025****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.**Each question carries 2 marks.*

1. Define Supply chain.
2. What is meant by JIT ?
3. What is material handling ?
4. What is third party warehousing ?
5. What is 3 PL ?
6. Define Logistics.
7. Define physical distribution.
8. What is ERP ?
9. What is CODP concept ?
10. Explain ABC analysis.
11. Explain the term supply chain synchronization.
12. What is international logistics ?
13. What is strategic sourcing ?

Turn over

14. What is *e*-procurement ?
15. Explain multi tier supplier partnership ?

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

Part B

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

16. Define supply chain management. What are its features ?
17. Why value chain analysis is important ?
18. Explain briefly about the different participants of supply chain.
19. Define logistics management. What are its functions ?
20. What is Transportation ? Explain the various modes of transportation ?
21. Explain bar coding and RFID ?
22. Explain global supply chain with its features.
23. Explain the *e*-business model and its relationship with global SCM.

(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 control for channel efficiency and how can it be achieved.
26. Explain logistic management. What are the various components of logistics.
27. Warehousing is becoming an essential service for the industries. Elaborate.

(2 × 10 = 20 marks)