

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION  
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Section A (Objective Questions)**

*Answer all questions.*

*Each question carries 1 mark.*

Choose the correct answer :

1. Which of the following is not a principle of supply chain relationship ?

- a) Mutual Fund.
- b) Dependence.
- c) Integration.
- d) Non-co-operation.

2. Vendor management is an important part of :

- a) Customer Relationship Management.
- b) Supplier Relationship Management.
- c) Customer Service Management.
- d) Demand Management.

3. Which of the following is not an element of Logistics ?

- a) Order Processing.
- b) Warehousing.
- c) Transportation.
- d) Advertising.

4. Which of the following not normally be considered as a 'costs of quality' ?

- a) Research and development costs.
- b) Marketing costs.
- c) Inspection costs.
- d) Prevention costs.

Fill in the Blanks :

6. Supply Chain Management has \_\_\_\_\_ flows.
7. \_\_\_\_\_ plays a key role in supply chain management and it provides the basis for decision making.
8. A vision statement describes what a company wants to be in the \_\_\_\_\_.
9. Confirmation to specifications is an indication of \_\_\_\_\_.
10. \_\_\_\_\_ refers to the backward flow of materials and products.

(10 × 1 = 10 marks)

### Section B (Short Answer Questions)

*Answer at least five questions.*

*Each question carries 4 marks.*

*All questions can be attended.*

*Overall ceiling 20.*

11. Define Supply Chain.
12. What is meant by ERP System ?
13. What is Shipment Consolidation ?
14. What is a Bonded Warehouse ?
15. What are the four basic components of total quality management ?
16. List the 6 C's for successful implementation of TQM ?
17. What is Vendor Management ?
18. State the features of good Mission Statement ?
19. What is Outbound Logistics ?
20. Define Quality.

(5 × 4 = 20 marks)

**Section C (Short Essays)**

*Answer at least four questions.*

*Each question carries 8 marks.*

*All questions can be attended.*

*Overall ceiling 32.*

21. What are the factors driving evolution of Supply Chain Management ?
22. Write a short note on Customer Service Management.
23. What are the concepts of Logistics Management ?
24. What are the objectives of Total Quality Management ?
25. What is Vision Statement ? What are its characteristics ?
26. Define Procurement Management. What are its objectives ?
27. What are the barriers to Total Quality Management Implementation ?
28. Explain the BPIR Model.

(4 × 8 = 32 marks)

**Section D (Essay Questions)**

*Answer any one question.*

*The question carries 18 marks.*

29. Define Supply Chain Management and Explain its benefits.
30. Discuss the important elements of Logistics Management.
31. What are the principles of Total Quality Management ?

(1 × 18 = 18 marks)

