

D 140026

(Pages : 2)

Name.....

Reg. No.....

**SIXTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2026**

B.B.A.

**BBA 6B 16—SUPPLY CHAIN AND LOGISTICS MANAGEMENT
(MARKETING ELECTIVE)**

(2020 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer all questions.*

1. What is a 3PL Provider ?
2. List the functional role of IT in Supply Chain Management.
3. What is Bar Coding ?
4. What is meant by Supply Chain Synchronization ?
5. What is a Bonded Warehouse ?
6. What is a Fixed Logistics Model ?
7. Differentiate between Tactical Sourcing and Strategic Sourcing in supply chain management.
8. What is meant by Global Sourcing ?
9. What is meant by Franchising ?
10. Distinguish between supply chain and value chain.
11. Write a short note on Stock Review technique of Inventory Management.
12. What is meant by *e*- procurement ?
13. Write a short note on transportation functionality with reference to logistics management
14. What is meant by Supply Chain Security ?
15. What are the Major Flows in Supply Chain ?

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

Turn over

Part B

Answer all questions.

16. List the modes of transportation in Global Supply Chain.
17. Define Warehouse. What are the different types of Warehouse ?
18. Write a short note on the status of transport infrastructure in India.
19. Write a short note on supply chain management process.
20. What is Outsourcing ? What are the advantages of outsourcing ?
21. Briefly discuss how logistics different from supply chain management ?
22. What is meant by Maritime Transport ? Explain its Advantages and Disadvantages ?
23. What is Bullwhip effect ? How it can be managed ?

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

Part C

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

24. List and explain the important Transportation documentation for International Logistics.
25. Define Logistics Management. Explain the key benefits of Logistics Management.
26. List and explain the advantages of supply chain management.
27. What is meant by Global Sourcing ? Explain its Merits and Demerits.

(2 × 10 = 20 marks)

D 140026–A

(Pages : 5)

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(MARKETING ELECTIVE)**

(2020 Admission onwards)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 6B 16—SUPPLY CHAIN AND LOGISTICS MANAGEMENT
(MARKETING ELECTIVE)

(Multiple Choice Questions for SDE Candidates)

1. Logistics is the part of supply chain involved with the forward and reverse flow of :
 - (A) Goods.
 - (B) Services.
 - (C) Cash.
 - (D) All of the above.
2. Distribution requirements planning is a system for :
 - (A) Inventory management
 - (B) Distribution planning
 - (C) Both 'A' and 'B'.
 - (D) None of the above.
3. PL stands for :
 - (A) Three points logistics.
 - (B) Third party logistics.
 - (C) Three points location.
 - (D) None of the above.
4. Which is not a part of basic systems of codification ?
 - (A) Alphabetical system.
 - (B) Numerical system.
 - (C) Colour coding system.
 - (D) None of these above
5. And physical distribution are the two major operations of logistics.
 - (A) Supply chain management.
 - (B) Material management.
 - (C) Logistics management.
 - (D) All of the above.
6. Which of the following is not a part of supply chain management system ?
 - (A) Supplier.
 - (B) Manufacturer.
 - (C) Information flow.
 - (D) Competitor.
7. Which is a system-wide management of entire logistics chain as single entity ?
 - (A) Green logistics.
 - (B) Integrated.
 - (C) Logistics.
 - (D) EDI.

8. What is low on productivity and high on value advantage ?
- (A) Service leader. (B) Commodity leader.
(C) Cost leader. (D) Cost and service leader.
9. Which of the following are true with respect to traffic assignment ?
- (A) Estimating the volume of traffic on a network.
(B) Estimating the turning movements at intersections.
(C) Both (A) and (B).
(D) None of the above.
10. If facilities have lower fixed costs many local facilities can be established because this reduces———.
- (A) Fixed costs. (B) Exchange rates.
(C) Transportation costs. (D) Taxes.
11. —— Plays important role in supply chain management.
- (A) Finance. (B) Marketing.
(C) Information system. (D) None of these.
12. In the today's competition world every organisation want give proper service to customers with the help of ——.
- (A) Supply chain management. (B) Retail Management.
(C) Sales management. (D) None of these.
13. If a customer return the product if it is not matching with ordered one then picking Up of the product is part of ——.
- (A) Supply chain management. (B) Retail Management.
(C) Sales management. (D) None of these.

Turn over

14. Global supply chain management means providing the products and services all Over the _____.
- (A) Village. (B) City.
(C) Globe. (D) Metropolitan.
15. _____ is part of supply chain management.
- (A) Material handling. (B) Retail Management.
(C) Sales management. (D) None of these.
16. Which of the following is not an area of responsibility for a logistics manager ?
- (A) Inventory. (B) Purchasing.
(C) Warehousing. (D) Marketing.
17. The sequence of a typical manufacturing supply chain is :
- (A) Storage-Supplier-manufacturing-storage-distributor-retailer-customer.
(B) Supplier-Storage-manufacturing-storage-distributor-retailer-customer.
(C) Supplier-Storage-manufacturing- distributor-storage-retailer-customer.
(D) Supplier-Storage-manufacturing-storage- retailer-distributor-customer.
18. EDI stands for :
- (A) Electronic Data Interface.
(B) Electronic Data Interchange.
(C) Electronic Distribution Intermediary.
(D) Electronic Documentation Interchange.

19. The correct sequence of an organizations supply chain from a systems perspective is :
- (A) Transformation process, delivery to customers, acquisition of resources.
 - (B) Transformation process, acquisition of resources, delivery to customers.
 - (C) Acquisition of resources, transformation process, delivery to customers.
 - (D) Delivery to customers, acquisition of resources, transformation process.
20. _____ includes design and administration of systems to control the flow of materials, WIP and finished inventory to support business unit strategy.
- (A) Logistics Management.
 - (B) Materials Management.
 - (C) Bill of Materials.
 - (D) Distribution Management.