

VI Semester B.B.A. Examination, August/September 2023
(CBCS) (2022-23 and Onwards) (Freshers)

BUSINESS ADMINISTRATION

6.5 : MK and HR 3 : Logistics and Supply Chain Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in English only.

SECTION – A

I. Answer any five sub-questions. Each sub-question carries 2 marks. (5×2=10)

- 1) a) Define logistics.
- b) What is outbound logistics ?
- c) What is supply chain management ?
- d) What is E-commerce ?
- e) What is routing ?
- f) Mention 3 supply chain strategy with example.
- g) Mention 4 stages of product life cycle.
- h) What is 3PL ?

SECTION – B

II. Answer any three questions. Each question carries 5 marks. (3×5=15)

- 2) Explain the role of logistics in supply chain management.
- 3) List of the points of uncertainty for network design.
- 4) Explain the concept of logistic cycle.
- 5) Explain the role of manager in supply chain management.
- 6) Identify five value chain activities with examples.



SECTION – C

- III. Answer any three questions. Each question carries 12 marks. (3×12=36)
- 7) Define supply chain management. Explain its importance.
 - 8) Explain the factors influencing distribution network.
 - 9) What is tailored transportation ? Explain routing and scheduling in transportation.
 - 10) What is third-party logistics ? Explain its advantages to partnering 3PL provider.
 - 11) What is logistic distribution ? Explain its functions with example.

SECTION – D

- 12) Answer the following question **compulsory**. (1×9=9)
- a) State the limitations in adopting supply strategies.
- OR
- b) Discuss the main functions of a logistics company.
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