

**III Semester M.Com. Degree Examination, May/June 2023
(CBCS Scheme) (2021 – 22 Onwards)
COMMERCE**

Paper – 3.2 : Logistics and Supply Chain Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer any seven questions out of ten. Each question carries two marks. (7×2=14)
- Define CSR. Write any two objectives.
 - What do you mean by operational performance ?
 - What is the need to maintain the good and harmonious relationship within the organisation ?
 - What do you mean by social performance of supply chain and logistics administration ?
 - What are the factors to be considered for the material handling ?
 - Mention two companies outsourcing and the activities which are outsourced.
 - Differentiate between logistics and supply chain management.
 - Mention the types of warehouses.
 - What is Fourth Party Logistics (4PLs) ?
 - What is Triple Bottom Line ?

SECTION – B

Answer any four questions out of six. Each question carries five marks. (4×5=20)

- Explain the importance of positioning of information in Logistics and supply chain management.
- Write a note on the SC security.



4. Explain the conflict resolution strategies for harmonious relationship.
5. Elucidate on the social performance carried on by the logistics and supply chain companies with suitable example.
6. Explain the functions and contributions of value chain management.
7. Explain the importance of the ethics in Supply chain management.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks.

(2×12=24)

8. How does outsourcing affect your value chain management ?
9. Explain the emerging trends and technologies in Logistics and Supply Chain Management.
10. How do you think the Triple Bottom Line will impact the supply chain sustainability in the current competitive market ? Explain.
11. Elucidate on the Supplier Relationship management with respect to Dynamic and Competitive Indian market scenario.

SECTION – D

Compulsory skill based question.

(1×12=12)

12. Value in the form of increased customer service levels and lower operating costs can be had when two different companies in the same industry combine their supply chain operations. If these companies are selling to many of the same customers, and if both of them compete against much larger companies then they can mutually benefit from creating a single supply chain to support both of



their businesses – even if they still compete against each other to some degree. Candy Company and Crunchy Candy Company, each company does not sell to all of the same customers as the other, but there is a significant amount of overlap in the customers of the two companies. Customers would like to see fewer deliveries of candies in larger quantities like what they get from the bigger Candy Companies (M&M Mars and Hershey's). They are also asking for lower prices. Both of these customer requests point toward combining supply chains in a way both smaller Candy Companies can make fewer and larger deliveries of their combined products and if they can reduce their supply chain costs, they can also lower prices to their customers. The amounts of inventory they need to keep in stock in order to meet customer demands over a 30 days period.

Question :

The CEOs of the two companies have appointed you to lead a project team composed of people from both companies. Your mission is to design a new common supply chain for both companies that will reduce costs and still meet customer demands. How will you combine the supply chains of Just Born Candy and Crunchy Candy to create a single more cost effective supply chain for both companies ?
