



35628

Reg. No.

--	--	--	--	--	--	--	--

VI Semester B.B.A. Degree Examination, September/October - 2022

BUSINESS ADMINISTRATION

Supply Chain and Logistics Management

(CBCS Scheme (F) 2019)

Paper : MK - 6.6

Time : 3 Hours

Maximum Marks : 70

*Instructions to Candidates:*

Answers should be written in English only.

## SECTION - A

I. Answer any five questions from the following. Each question carries 2 marks. (5×2=10)

1. a. What do you mean by Inbound logistics?
- b. What is push - pull strategy?
- c. Enumerate the meaning of Read time?
- d. Write the meaning of replenishment cycle.
- e. Define strategic fit.
- f. What do you mean by derived demand?
- g. Give the meaning of value chain analysis.



## SECTION - B

II. Answer any Three questions from the following. Each question carries 5 marks. (3×5=15)

2. Write a short note on supply chain strategies.
3. Elaborate the concept of pull strategy.
4. Differentiate between efficient supply chain and responsive supply chain.
5. Discuss the concept of customer order decoupling point.

[P.T.O.]



(2)

35628

**SECTION - C**

**III.** Answer any **Three** questions from the following. Each question carries **15** marks.  $(3 \times 15 = 45)$

6. Explain in detail the functions of supply chain management.
  7. Discuss in detail collaborative planning, forecasting and replenishment.
  8. Explain the role of cycle view of supply chain process.
  9. Discuss the role of government in logistics.
-