

K24U 0172



Reg. No. :

Name :



**Sixth Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/
Improvement) Examination, April 2024**

(2019 to 2021 Admissions)

**Discipline Specific Elective : III Marketing
6B17BBA : LOGISTICS MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

- 1) What is meant by logistics ?
- 2) What do you mean by e-financial supply ?
- 3) What is meant by warehouse ?
- 4) What is JIT ?
- 5) What is meant by buffer stock ?
- 6) What is meant by material handling ?

(6×1=6)

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

- 7) What is meant by Supply Chain Management ?
- 8) What do you mean by reverse logistics ?
- 9) What is inventory management ?
- 10) What do you mean by cross docking ?
- 11) What is bull-whip effect ?
- 12) What is meant by economies of scale ?
- 13) What is meant by containerisation ?
- 14) What is meant by procurement management ?

(6×2=12)

P.T.O.

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PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

- 15) Explain strategic logistic planning process.
- 16) Which are the various techniques of quality control ?
- 17) What are the principles of material handling ?
- 18) What are the elements of Supply Chain Management ?
- 19) State the importance of purchase management.
- 20) What are the various advantages of demand forecasting ? **(4×3=12)**

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

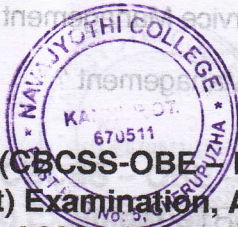
- 21) Discuss about the components of logistics management.
- 22) Discuss about the functions of supplier relationship management in detail.
- 23) State and explain the factors that driven the evolution of Supply Chain Management.
- 24) Discuss about the principles of operating warehouses. **(2×5=10)**



K23U 0431

Reg. No. :

Name :



**VI Semester B.B.A. Degree (CBCSS-OBE Regular/Supplementary/
Improvement) Examination, April 2023
(2019 and 2020 Admissions)**

**DISCIPLINE SPECIFIC ELECTIVE : III. MARKETING
6B17BBA : Logistics Management**

Time : 3 Hours

Max. Marks : 40

PART - A

Very Short Answer

Answer **all** the questions. Each question carries 1 mark :

1. What is Returns Management ?
2. Define integrated logistics.
3. Define Procurement Management.
4. What is Supply Chain Planning ?
5. Define Customer Service.
6. What do you mean by Warehousing ? (6×1=6)

PART - B

Short Answer

Answer **any 6** the questions. Each question carries 2 marks :

7. Explain the term customer order fulfillment.
8. Discuss the importance of Warehouse Management.
9. Explain bull-whip-effect.
10. What are the elements of Logistic Management ?
11. Discuss the activities of Logistics Management.

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12. Explain the concept of Customer Service Management.
13. What are the aims of Supply Chain Management ?
14. What is demand management ?

(6×2=12)

PART – C
Essay

Answer **any 4** the questions. **Each** question carries **3** marks :

15. Discuss the objectives of Logistics Management.
16. Discuss the evolution of concept of warehousing.
17. Explain the current trends of Logistics Management.
18. Discuss the term is manufacturing flow management.
19. Explain the benefits of Customer Relationship Management (CRM).
20. List out the components of Supply Chain Management (SCM).

(4×3=12)

PART – D
Long Essay

Answer **any 2** the questions. **Each** question carries **5** marks :

21. Differentiate the Logistics Management and Supply Chain Management.
22. Discuss the importance and benefits of Warehousing Management.
23. Explain the different process of Supply Chain Management.
24. Explain the different elements in Logistics Management.

(2×5=10)



K22U 0331

Reg. No. :

Name :

**VI Semester B.B.A. Degree (CBCSS – OBE – Regular) Examination, April 2022
(2019 Admission)**

Core Course

Discipline Specific Elective : III.MARKETING

6B17BBA : Logistics Management

Time : 3 Hours

Max. Marks : 40

PART – A

Very short answer

Answer **all** questions. **Each** question carries **one** mark :

1. What is reverse logistics ?
2. What is supply chain ?
3. What is customer order fulfillment ?
4. What is meant by procurement ?
5. What is SRM ?
6. What is meant by contract warehousing ?

(6×1=6)

PART – B

Short answer

Answer **any 6** questions. **Each** question carries **2** marks :

7. Define logistics.
8. Explain the push/pull view of supply chain process.
9. What does demand management mean ?
10. What is meant by manufacturing flow management ?

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11. What is warehouse management system ?
12. Explain the term drop shipping.
13. Explain the term 'Bull-whip effect'.
14. Differentiate between private warehouse and public warehouse. **(6×2=12)**

PART – C
Essay

Answer **any 4** questions. **Each** question carries **3** marks :

15. Distinguish between inbound logistics and outbound logistics.
16. What are the elements of logistics ?
17. What are the advantages of integrated logistics ?
18. Who are the participants of supply chain management ?
19. State and explain various elements of customer service.
20. State and explain types of order fulfillment. **(4×3=12)**

PART – D
Long Essay

Answer **any 2** questions. **Each** question carries **5** marks :

21. Briefly discuss the importance and role of logistics in business.
 22. Explain in detail the important objectives of supply chain management.
 23. Discuss the role of warehousing in supply chain management.
 24. What is meant by procurement management ? Briefly explain the steps involved in procurement management process. **(2×5=10)**
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