



CB – 412

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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.

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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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