



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)
