



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)**