

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**BBA DEGREE EXAMINATION MAY 2024**  
(Sixth Semester)

Common to Branches - **BUSINESS ADMINISTRATION/ BUSINESS  
ADMINISTRATION(RM)**

**SUPPLY CHAIN MANAGEMENT**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks

(5 x 1 = 5)

- 1 The purpose of supply chain management  
(i) provide customer satisfaction (ii) improve quality of product  
(iii) increase production (iv) integrate supply and demand management
- 2 VMI stands for  
(i) vendor material inventory (ii) vendor managed inventory  
(iii) variable material inventory (iv) valuable material inventory
- 3 Reverse logistics is required because  
(i) goods are defective (ii) goods are unsold  
(iii) customers change (iv) all ( i ),(ii), (iii)
- 4 3 PL stands for  
(i) three point logistics (ii) third party logistics  
(iii) three point location (iv) three party logistics
- 5 Due to a small change in customer demands,inventory oscillations becomes progressively larger through the supply chain.This is  
(i) blue whip effect (ii) net chain analysis  
(iii) reverse supply chain (iv) reverse logistics

**SECTION - B (15 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a Describe traditional approach of SCM.  
OR  
b Show the scope of SCM.
- 7 a State the different types of inventory.  
OR  
b Explain the distribution strategies.
- 8 a Summarise the significance of packaging and its types.  
OR  
b Outline about the transportation documentation.
- 9 a Develop 3PL.  
OR  
b Sketch 4PL.
- 10 a State ECR.  
OR  
b State the components of logistics management.

Cont...



**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Explain the functions of SCM.  
OR  
b Sketch out the need for SCM in the current market.
- 12 a Discuss the warehousing and its types.  
OR  
b Enumerate site selection process.
- 13 a Elucidate the material handling.  
OR  
b Describe the transport selection.
- 14 a Compare and contrast reverse and forward supply chain.  
OR  
b Survey the importance of IT application in supply chain.
- 15 a Justify the role of value-added logistics services.  
OR  
b Point out e-commerce applications in SCM.

Z-Z-Z

END