

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

**BBA DEGREE EXAMINATION MAY 2025  
(Sixth Semester)**

Common to Branch – **BUSINESS ADMINISTRATION/ BUSINESS  
ADMINISTRATION (RETAIL MARKETING)**

**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 Supply chain management control or link the production to -----  
(i) Directing (ii) Distribution  
(iii) Finance (iv) Human resources
- 2 The term ----- is refers to any idle resources that can be put into some future use.  
(i) Inventory (ii) Warehouse  
(iii) Logistics (iv) Procurement
- 3 Moving inventory from point to point in the supply is known as.  
(i) Customer (ii) Information  
(iii) Facility (iv) Transportation
- 4 Supply chain concept originated in what discipline  
(i) Production (ii) Logistics  
(iii) Marketing (iv) Operations
- 5 -----is the provision of service to customer before, during after purchase.  
(i) Product management  
(ii) Purchase management  
(iii) Customer service  
(iv) None of the above

**SECTION - B (15 Marks)**

Answer **ALL** Questions

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

(5 x 3 = 15)

- 6 a) Outline the need for supply chain management.  
OR  
b) Discuss the approaches of supply chain management.
- 7 a) Bring out the causes of Bullwhip effect.  
OR  
b) Describe the different types of inventory.
- 8 a) Narrate the term material handling in supply chain management.  
OR  
b) Out line role and responsibilities of logistic manager.
- 9 a) What is supply chain management strategy?  
OR  
b) State the meaning of green supply chain.
- 10 a) What is logistics customer service?  
OR  
b) Find the meaning of value added logistics services.

**Cont...**

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a) Elucidate the Functions of supply chain management.  
OR  
b) Discuss the key issues of supply chain management.
- 12 a) Elucidate the various models of supply chain management.  
OR  
b) Point out the different types of warehouses.
- 13 a) Discuss the different types of transport documents.  
OR  
b) Highlight the participants involved in transportation activities .
- 14 a) Enumerate the different types of reverse flows in supply chain management .  
OR  
b) Outline the issues in management of reverse supply chain.
- 15 a) Discuss the components of logistics management.  
OR  
b) Recall the term efficient consumer response. Explain its objectives .

Z-Z-Z

END