

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2025
(Sixth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

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 primarily focuses on:
 - (i) Only purchasing activities
 - (ii) Coordination of suppliers, manufacturers, and distributors
 - (iii) Only transportation of goods
 - (iv) Promotion and advertisement
2. Vendor Managed Inventory (VMI) is a system where:
 - (i) Customer controls the supplier's stock
 - (ii) Supplier manages inventory levels at customer's location
 - (iii) Government regulates warehouse stock
 - (iv) Inventory is fixed permanently
3. Transportation documentation mainly ensures:
 - (i) Better product design
 - (ii) Legal compliance and cargo verification
 - (iii) Pricing control in markets
 - (iv) Reduction of production cost only
4. Reverse Supply Chain refers to:
 - (i) Flow of products from suppliers to consumers
 - (ii) Returning defective or used products back to origin
 - (iii) Increasing forward product distribution
 - (iv) Improving customer sales promotions
5. 3PL service providers primarily offer:
 - (i) Only product packaging
 - (ii) Outsourced logistics and distribution services
 - (iii) Local store-level retail operations
 - (iv) Government transport regulation

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain the concept and scope of Supply Chain Management.
OR
b Describe the major drivers of Supply Chain performance.
- 7 a Apply your understanding to illustrate types of inventory used in SCM.
OR
b Demonstrate how the Bullwhip Effect occurs in supply chains.

Cont...

- 8 a Analyze the key factors influencing transportation selection in logistics.
OR
- b Compare the roles of various participants in transportation.
- 9 a Examine Green Supply Chain practices with examples.
OR
- b Analyze the differences between Forward and Reverse Supply Chains.
- 10 a Explain the concept of Logistics Customer Service.
OR
- b Outline the importance of Value-Added Logistics Services.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Explain the functions and contributions of Supply Chain Management
OR
- b Describe the key issues involved in managing supply chains in the modern market.
- 12 a Apply your knowledge to demonstrate how Warehouse location decisions influence distribution efficiency.
OR
- b Illustrate Vendor Managed Inventory (VMI) with a real-world example.
- 13 a Analyze Transportation Management in SCM with reference to cost and service trade-off.
OR
- b Compare fixed and flexible foreign exchange rates in international logistics.
- 14 a Analyze the impact of Blockchain and IoT technologies in modern supply chains.
OR
- b Examine issues involved in managing Reverse Supply Chain with examples.
- 15 a Explain the components of Logistics Management with suitable examples.
OR
- b Describe 3PL, 4PL, and 5PL service providers and differentiate their roles.

Z-Z-Z

END