PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2018
(Fifth Semester)

Branch - **COMMERCE (RETAIL MARKETING)**

SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Time : Three Hours   Maximum : 75 Marks

SECTION-A (20 Marks!
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (1 0 x 2 = 20)

1   Define Logistics.
2   What is Supply Chain Management?
3   What are the uses of Warehouses?
4   What is meant by Logistics performance measurement?
5   What do you mean by Economic Lot size?
6   Who is called a Vendor?
7   Define Lead time Production.
8   What do you mean by technology partnership in Supply Chain Management?
9   What do you mean by CRM?
10   Define green supply chain management.

SECTION - B (25 Marks!
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

11 a Describe the importance of Supply Chain Management for a Business
        enterprise.
OR
    b Distinguish between logistics management and supply chain management.

12 a What are the features of Network Configuration?
OR
    b How the Logistics Performance is measured?

13 a   State the benefits of EOQ model.
OR
    b Briefly explain the Vendor relationship management.

14 a Explain the Bullwhip effect in Logistics.
OR
    b Discuss the various obstacles to coordination in a supply chain.

15 a Explain the role of CRM in Supply Chain Management.
OR
    b Describe the challenges in global logistics.

SECTION - C (30 Marks)
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16   Discuss the scope and importance of Logistics Management.
17   Describe the role and methods of forecasting in supply chain. Brief the
      forecasting methods.
18   Explain the ABC and VED Inventory models with example.
19   Describe how the Information Technology plays an important role in
      Supply **Chain Management with examnles**