

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

**BBA DEGREE EXAMINATION DECEMBER 2017**  
(Sixth Semester)

Branch - **BUSINESS ADMINISTRATION &**  
**BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

**SUPPLY CHAIN MANGEMENT**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Point out any two benefits of Supply Chain Management.
- 2 Point out any two objectives of Supply Chain Management.
- 3 What is Inventory Management?
- 4 What do you mean by Warehousing?
- 5 What do you mean by Materials Handling?
- 6 Point out any two benefits of Packaging.
- 7 Write a short note on forward supply chain.
- 8 What do you understand Logistics Information System?
- 9 What is Supply Chain Collaboration?
- 10 Write a short note on Logistics Customer Service.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain the modern approaches of Supply Chain Management.  
OR  
b Explain the contributions of Supply Chain Management
- 12 a Explain the types of warehouses.  
OR  
b Elaborate the factors to be considered in warehouse site selection.
- 13 a What are the types of materials handling equipments?  
OR  
b Explain the role of materials handling in supply chain.
- 14 a What are the important benefits of fourth party logistics?  
OR  
b Enumerate the issues in reverse supply chain.
- 15 a Explain the structure of efficient customer response.  
OR  
b How the Supply Chain integration improves the performance of supply chain?

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 What are the importances of Supply Chain Management?
- 17 Enumerate the types of Inventory System.
- 18 What are the functions of Transportation?
- 19 Explain the role of Information Technology in Supply Chain.