

Exam Date & Time: 29-Sep-2020 (10:00 AM - 01:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

BBA DEGREE EXAMINATION MAY 2020
(Sixth Semester)

Common to Branches - BUSINESS ADMINISTRATION / BUSINESS ADMINISTRATION
(RETAIL MANAGEMENT)

SUPPLY CHAIN MANAGEMENT [14MSU28]

Marks: 75

Duration: 210 mins.

SECTION A

Answer all the questions.

- 1) Define SCM? (2)
- 2) Mention the key issues in SCM. (2)
- 3) List down the types of warehouse. (2)
- 4) Define vendor managed inventory. (2)
- 5) Name the various transportation modes. (2)
- 6) What is meant by logistics? (2)
- 7) Who is 3PL service provider? (2)
- 8) Define Reverse Supply chain. (2)
- 9) What is meant by ECR? (2)
- 10) Mention the value added logistics services. (2)

SECTION B

Answer all the questions.

- 11) Enumerate the key challenges of SCM. (5)
 - a)
- [OR] Explain the need and relevance of SCM in the market today. (5)
 - b)

- 12) Examine the strategies of distribution management. (5)
- a)
[OR] Write an essay about warehouse management. (5)
b)
- 13) Who are the participants in transportation? Write your thoughts. (5)
- a)
[OR] Describe the importance of packaging in SCM. (5)
b)
- 14) Explain the 4 PL key components. (5)
- a)
[OR] List out the issues in reverse supply chain. Explain it with examples. (5)
b)
- 15) What do you know about ECR? Explain. (5)
- a)
[OR] Elucidate the components of logistics management. (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) How is SCM is critical for an organization? Elaborate your views. (10)
- 17) Describe about the types of reverse flows in SCM. (10)
- 18) What are the role and importance of IT in supply chain? Explain it in detail. (10)
- 19) "E-commerce is growth rapidly in India" – write the strengths and weaknesses of it. (10)
- 20) Enumerate in detail about the value added logistics services. (10)

-----End-----