



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2022

UBU 5503 – SUPPLY CHAIN MANAGEMENT

Date: 17-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No **Answer ALL questions** **(10 x 2 = 20 Marks)**

1. Define Logistics Management.
2. What do you mean by Lead-time?
3. What is meant by controlling Material flow?
4. List out any four importance of logistics.
5. Distinguish between 'Push' and 'pull' view of SCM.
6. Reason out the purpose of Warehousing.
7. List the delivering aspects of supply chain management.
8. Define Procurement.
9. What do you mean by 4PL?
10. What is bullwhip effect?

PART – B

Answer any FOUR questions **(4 x 10 = 40 Marks)**

11. Explain the framework for logistics strategic planning.
12. Discuss various cost involved in Inventory Management.
13. Explain in detail ABC & VED Matrix Analysis.
14. Explain in detail push versus pull-based supply chain models.
15. Discuss channel structure in India with its challenges and opportunities.
16. Explain in detail the principles of lean manufacturing.
17. Bring out the modes of transportation in SCM.

PART – C

Answer any TWO questions **(2 x 20 = 40 Marks)**

18. Describe the key supply chain processes and their importance.
19. Explain how Porter's competitive forces model helps companies develop competitive strategies in SCM.
20. Discuss various types of warehouses in India with their challenges and opportunities.
21. Elucidate the challenges in Indian supply chain management with suitable examples.
