Reg. No. : ....

Name : ....

Fourth Semester M.A. Degree Examination, March 2021.

Business Economics

Optional

BE 207 – LOGISTICS AND SUPPLY CHAIN MANAGEMENT

(2016 Admission Onwards)

Time : 3 Hours   Max. Marks : 75

SECTION – A

Answer **all** questions. Each question carries **1** mark

1. Logistics

2. Supply chain

3. Planning

4. Customer

5. Inventory

6. Outsourcing

7. Insurance

8. Freight

9. GPS

10. Warehouse

(10 × 1 = 10 Marks)

SECTION – B

Answer **any seven** questions. Each question carries **5** marks

11. Briefly explain objectives and functions of operations management.

12. Explain the Delphi method of demand forecasting.

13. Explain the salient features of effective customer service management.

14. Briefly explain different channels of distribution.

15. Explain the important considerations while scheduling purchases.

16. Briefly explain 3PL relationships.

17. Distinguish between bailment and licence with examples.

18. Explain different types of goods transportation.

19. Explain the rationale behind transportation models.

20. Explain how technology replaces conventional transportation and warehousing problems.

(7 × 5 = 35 Marks)

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SECTION – C

Answer **any three** questions. Each question carries **10** marks

21. Explain the rationale behind "Logistics" in reducing Indian Corporate marketing problems.

22. Critically explain Key Performance Indicators (KPI).

23. Explain with examples third and fourth party logistics.

24. Explain the advantages and disadvantages of outsourcing warehousing operations.

25. Explain the recent issues in supply chain performance and suggest a few solutions.

(3 × 10 = 30 Marks)

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