

(8 pages)

Reg. No. :

Code No. : 7558

Sub. Code : WKCE 21

M.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2024.

Second Semester

Commerce

Elective — LOGISTICS AND SUPPLY CHAIN
MANAGEMENT

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. What is the primary focus of Supply Chain Management?
 - (a) Managing financial resources
 - (b) Optimizing marketing strategies
 - (c) Streamlining the flow of goods and services
 - (d) Enhancing human resource management

6. What is the primary focus of Logistics Information System (LIS)?
 - (a) Positioning of information within supply chains
 - (b) Management of competitive advantages in logistics
 - (c) Coordination of transportation infrastructure
 - (d) Preservation safety measures in materials handling
7. VMI stands for
 - (a) Vendor Material Inventory
 - (b) Vendor Managed Inventory
 - (c) Variable Material Inventory
 - (d) Valuable Material Inventory
8. Which of the following is NOT a part of the Three C's in logistics management?
 - (a) Cost
 - (b) Communication
 - (c) Coordination
 - (d) Customer Satisfaction
9. What is the term used to describe the phenomenon where small fluctuations in demand at the consumer level can result in large fluctuations in orders placed upstream in the supply chain?
 - (a) Supply Chain Effect
 - (b) Bull-Whip Effect
 - (c) Inventory Cascade
 - (d) Distribution Amplification

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2. Which of the following is a key feature of Supply Chain Management?
 - (a) Isolation of functions
 - (b) Fragmentation of processes
 - (c) Integration of activities
 - (d) Duplication of efforts
3. What aspect is NOT typically considered when analysing Global Supply Chain Networks?
 - (a) Global market forces
 - (b) Economic efforts of supply chains
 - (c) Measuring and analysing the value and efficiency
 - (d) Role of customers in supply chain
4. Which perspective focuses on evaluating Domestic Supply Chain Networks?
 - (a) Global perspectives
 - (b) Indian perspectives
 - (c) Customer perspectives
 - (d) Economic perspectives
5. Which of the following best defines Logistics Management?
 - (a) A process focused solely on transportation decisions
 - (b) The management of information systems within supply chains
 - (c) The coordination of activities involved in the procurement and movement of goods
 - (d) The management of inventory control only

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10. Which of the following is NOT a function of transportation in logistics?
 - (a) Inventory Control
 - (b) Movement of Goods
 - (c) Information Transfer
 - (d) Risk Management
11. What are the primary functions of warehousing in supply chain management?
 - (a) Strategic planning and marketing
 - (b) Inventory control and distribution
 - (c) Sales forecasting and procurement
 - (d) Customer service and product design
12. Which of the following is NOT a type of warehouse ownership arrangement?
 - (a) Sole proprietorship
 - (b) Joint venture
 - (c) Franchising
 - (d) Public-Private partnership
13. What is the role of packaging in supply chain logistics design?
 - (a) Enhancing brand visibility
 - (b) Increasing transportation costs
 - (c) Improving material handling efficiency
 - (d) Reducing product quality

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[P.T.O.]

14. Which technology is commonly used for performance modelling of supply chains?
 (a) Artificial Intelligence (AI)
 (b) Block chain
 (c) Markov chains
 (d) Virtual Reality (VR)
15. What is the primary purpose of Pareto's Law in inventory control?
 (a) To identify the most profitable products
 (b) To allocate resources efficiently
 (c) To reduce transportation costs
 (d) To minimize production delays

PART B — (5 × 4 = 20 marks)

Answer ALL questions, choosing either (a) or (b), each answer should not exceed 250 words.

16. (a) What are the factors influencing the choice of distribution channels?
 Or
 (b) Compare and contrast the channels of distribution commonly used for industrial goods and consumer goods.
17. (a) Explain how understanding and meeting customer values can enhance competitive advantage and customer loyalty in supply chains.
 Or
 (b) Examine the role of customers in supply chain management.

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18. (a) What are the key functions of transportation in supply chain management and logistics?
 Or
 (b) Explain the different types of transport infrastructure in the logistics network.

19. (a) What are the objectives of Material Handling Practices in supply chain management?
 Or
 (b) Explain the importance of distribution control and evaluation in optimizing supply chain performance.

20. (a) Distinguish between CRM and SCM.
 Or
 (b) Define demand chain management and discuss the role of demand chain management in adding value to the supply chain.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b), each answer should not exceed 600 words.

21. (a) Explain the common barriers to effective supply chain management implementation. What are the strategies to overcome these barriers?

Or

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- (b) What are the features of Supply Chain Management? Explain the fundamental principles required for successful supply chain management strategies.
22. (a) What are the emerging trends on global supply chain? Evaluate the implications of emerging trends on global supply chain strategies.
 Or
 (b) What do you mean by global supply chain network? Explain the challenges and complexities involved in analyzing global supply chain networks.
23. (a) Discuss the concept of logistics management. Explain the importance of logistics management in achieving supply chain objectives.
 Or
 (b) Explain the concept of Reverse Logistics. Also explain the steps involved in the process of Reverse Logistics.
24. (a) What is meant by warehousing? Analyze the key functions and objectives of warehousing within the context of supply chain operations.
 Or
 (b) What are the different ownership arrangements for warehouses? Discuss the advantages and disadvantages of each ownership arrangement.

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25. (a) Critically evaluate the role of internet and information technology (IT) in supply chain management.
 Or
 (b) What do you mean by ERP? Explain the role of ERP systems in integrating and automating core business processes across the supply chain.

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