

Vidya Vikas Mandal's
 Shree Damodar College of Commerce & Economics, Margao-Goa
 TY B. Com, Semester-VI(CBCS), Repeat Semester End Examination, November 2022
 Business Management DSE-7
Supply Chain and Logistics Management (COD127)

Duration: 2 Hours

Max. Marks: 80

Instructions: 1. All questions are compulsory

2. Figures to the right indicate maximum marks

Q.1. Answer in 10 to 12 lines any four of the following: (4x4=16)

- a) Evolution of Logistics
- b) Importance of Logistics
- c) Concept of SCM
- d) Supplier scheduling
- e) Importance of Data management
- f) Advantages of Bar coding

Q.2. Write short notes on any four of the following: (4x4=16)

- a) Logistics in India
- b) Value chain
- c) Supplier certification
- d) Types of forecasts
- e) Customer Service concept
- f) RF technology

Q.3. A) Explain the functions of Logistics Management. (12)

OR

Q.3.B) Describe the nature and concept of Logistics Management. (12)

Q.4.A) Discuss the importance of Supply Chain Management. (12)

OR

Q.4.B). Explain the reasons for outsourcing in Supply Chain Management. (12)

Q.5.A) Discuss the popular Forecasting techniques used in Demand Management. (12)

OR

Q.5.B) Describe the Customer service audit method of establishing a Customer Service Strategy. (12)

Q.6.A) Describe the Components of customer service. (12)

OR

Q.6.B) Discuss a customers various reactions to a stock out situation. (12)