

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**TY B. Com, Semester-VI (OC-66), Semester End Examination, June 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) Nature of Logistics
  - b) Types of forecasts
  - c) Logistics in India
  - d) Make or buy decisions
  - e) Importance of AI
  - f) Advantages of EDI
- Q.2. Write short notes on any four of the following: (4x4=16)**
- a) The Integrated Logistics System
  - b) Value chain
  - c) Supplier certification
  - d) Concept of Demand Management
  - e) Nature of Customer Service
  - f) Data Management
- Q.3. A) Explain in detail how the Logistics Concept has evolved over time. (12)**  
 OR
- Q.3.B) Describe the functions of Logistics Management. (12)**
- Q.4.A) Discuss the importance of Supply Chain Management. (12)**  
 OR
- Q.4.B) Explain the functions and contributions of Supply Chain Management. (12)**
- Q.5.A) Describe the popular techniques of Demand Forecasting used by businesses today. (12)**  
 OR
- Q.5.B) Describe the ABC analysis method of establishing a Customer Service Strategy. (12)**
- Q.6.A) Discuss a customers various reactions to a stock out situation. (12)**  
 OR
- Q.6.B) Describe the Components of customer service. (12)**