

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)**