

D 54204

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (2016 SCHEME) EXAMINATION
JANUARY 2024**

(CUCSS)

BUS 3C 20—SUPPLY CHAIN MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 18 Weightage

Section A*Answer all questions given below.**Each question carries 1 mark*

1. Define logistics.
2. Define logistics audit.
3. What is a supply chain ?
4. What is logistic control ?
5. Define relationship marketing.

(5 × 1 = 5 marks)

Section B*Answer any two questions given below.**Each question carries 2 marks.*

6. What are the objective of a supply chain ?
7. Differentiate between physical distribution and logistics.
8. "Logistics is the part of SCM". Comment on this statement.

(2 × 2 = 4 marks)

Turn over

Section C

*Answer any **one** questions given below.*

Each question carries 3 marks.

9. What are the objectives of supply chain information system ?
10. Logistic play an important role in competitive strategy - Discuss.

(1 × 3 = 3 marks)

Section D

Compulsory question.

11. What is a channel distribution ? How are logistics and marketing mutually dependent on each other in making sure that the channel operates efficiently and effectively ?

(1 × 6 = 6 marks)