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Reg. No. :

Name :

Fourth Semester M.Com. Degree Examination, July 2024

Elective - Marketing

Paper I : CO 241Z - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions. Each question carries **2** marks.

1. Define Supply Chain Management
2. What is 3PLs?
3. What is Routing?
4. What is Buffer Inventory?
5. Define Value Chain.
6. What is Reverse Logistics?
7. What is Strategic Fit ?

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8. What is Bullwhip Effect?
9. What is Warehouse Layout?
10. What is Demand Forecasting?

(10 × 2 = 20 Marks)

SECTION – B

Answer any **five** questions. Each question carries **5** marks.

11. Explain the objectives of Supply Chain Management.
12. Distinguish between Private warehousing and Public warehousing
13. Explain about the management of receipts and issues in Supply chain Management.
14. Illustrate about modern concept of warehousing
15. What is EOQ? How is EOQ affected under conditions of certainty and uncertainty?
16. What are the Inter -state good movement? State problems associated with it.
17. Explain about the importance of logistic decisions
18. Explain Multi- modal Transportation

(5 × 5 = 25 Marks)



SECTION – C

Answer any two of the following questions. Each question carries **15** marks.

19. Explain in detail about the Techniques of Inventory Control.
20. Illustrate the importance of Transportation? Explain the varied modes of Transportation.
21. Explain the importance to Customer Service.
22. Elaborate on the Models of Performance Measurement in Logistics.

(2 × 15 = 30 Marks)

