

E 6261



Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, SEPTEMBER 2024

Sixth Semester

Choice Based Core Course—DISTRIBUTION MANAGEMENT – SUPPLY CHAIN
LOGISTICS AND RETAIL

(Prior to 2013 Admissions)

Time : Three Hours

Maximum Weight : 25

Part A

Answer all questions.

*A bunch of **four** questions carries weight of 1.*

- I. 1 Effective SCM can help streamline a company's activities to eliminate waste, maximize customer value, and gain a _____ in the marketplace.
- 2 The physical place where the purchased product is kept in the first _____ in the supply chain network
- 3 Efficiency in inventory management would call for reducing inventory _____ of all items and especially of items that do not sell as frequently.
- 4 For ultimate effectiveness, supply chain should collect, collate, and _____ accurate and timely data generated by the operations of the other four drivers of SCM
- II. 5 A supply chain strategy is an overarching plan for the planning, design, execution, control and _____ of supply chain activities.
- 6 The _____ identifies each step in the process at which value is added, including the sourcing, manufacturing, and marketing stages of its production.
- 7 the process of choosing suppliers to fulfil your need for goods and materials while also considering how well they serve your specific aims is called _____.
- 8 For supply chains, cycle time can be defined as the business processes of interest, supply chain process and the _____ process.
- III. 9 Effective transportation management keeps inventory _____, thereby making the flow of stock through warehouses much more smooth and efficient.





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- 10 Efficient transportation systems ensure that products reach their intended destinations in a _____ manner and meet customer demands.
- 11 _____ transport, typically by trucks, is best suited for small amount of goods being transported over short distances, as it also saves packing and handling costs.
- 12 _____ type of retail uses advanced technology for MIS, SCM as well as CRM.
- IV. 13 _____ retailing focuses on retailing goods of only the parent or partner brand.
- 14 _____ assesses how a store carries out various operational processes to ensure they are compliant with company standards.
- 15 Relationship marketing puts _____ at the centre of all activities.
- 16 Retailers can pinpoint the seasonal buyers and target their sales and advertising to certain parts of the year through _____.

(4 × 1 = 4)

Part B

*Answer any **five** questions.
Each question carries 1 weight.*

- 17 What is a shopping mall ?
- 18 What is retail environment ?
- 19 What are unorganized retail sectors ?
- 20 How scm helps in job creation ?
- 21 What are central plants ?
- 22 What are delivery schedules ?
- 23 What is strategic resource utilization ?
- 24 How outsourcing scm helps in improving efficiency ?

(5 × 1 = 5)

Part C

*Answer any **four** questions.
Each question carries 2 weight.*

- 25 Discuss the importance of relationship marketing in retailing.
- 26 Bring out the advantages of organized retailing.
- 27 Explain the components of a value chain.





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- 28 Explain the major drivers of supply chain.
- 29 Describe the role of transportation in SCM.
- 30 Explain the scope of retailing.

(4 × 2 = 8)

Part D

*Answer any **two** questions.
Each question carries 4 weight.*

- 31 Discuss the major challenges in SCM. What are the measures to be taken to overcome them ?
- 32 Explain the financial measures of supply chain performance
- 33 Explain the inventory management models.

(2 × 4 = 8)

