

Total No. of Printed Pages: 2

**T.Y.B.com Semester VI (CBCS) Ordinance**  
**EXAMINATION NOVEMBER 2023**  
**Business Management - Supply Chain and Logistics Management**

[Time: 2:00 Hours]

[Max. Marks: 80]

- Instructions:** 1) All Questions are compulsory; however internal choice is available  
2) Answer sub questions in question 1 and 2 in not more than 100 words each.  
3) Answer questions from question 3 to 6 in not more than 400 words each.  
4) Figures to the right indicate maximum marks to the questions.

**Q1 Answer any four of the following questions. (4×4=16)**

- A. Explain the importance of Logistics Management.
- B. What is Integrated Logistics System?
- C. Write a short note on Logistics in India.
- D. Explain the concept of Supply Chain.
- E. Explain any two reasons for outsourcing in Supply Chain Management.
- F. Explain any two functions /contributions of Supply Chain Management.

**Q2 Answer any four of the following questions. (4×4=16)**

- A. Explain the Cost/ Revenue Trade Off method of establishing a Customer Service Strategy.
- B. Write a short note on Qualitative Techniques of Demand Forecasting.
- C. Explain the concept of Demand Management.
- D. Write a short note on Bar Coding as a type of information technology system used in Supply Chain & Logistics Management.
- E. Explain any two types of Packaging in Supply Chain Management?
- F. Write a short note on Artificial Intelligence as a type of information technology system used in Supply Chain & Logistics Management.

**Q3 A] Explain in detail the evolution of the Logistics Concept. 12**

**OR**

**B] What is Logistics Management? Explain the functions of Logistics Management. 12**

**Q4 A] Explain the process tools for Supply Chain Management? 12**

**OR**

**B] Explain the importance of Supply Chain Management. 12**

UCOD127

- Q5 A] What are the components/elements of Customer Service? 12  
OR  
B] What is Demand Forecasting? Explain the types of Demand Forecasting. 12
- Q6 A] What is Material Handling? Explain the Material Handling Systems. 12  
OR  
B] What is transportation? Explain the functions of Transportation. 12