



GOA UNIVERSITY

B.Com Semester VI (CBCS)

Business Management Major VII

Paper Title: **Supply Chain & Logistics Management**

Paper Code: **UCOD127**

Duration: **2 Hours**

Total Marks: **80**

- Instructions:
- i) All Questions are Compulsory; however Internal Choice is available
 - ii) Answer sub-questions in question 1 & 2 in not more than 100 words each.
 - iii) Answer questions from question 3 to 6 in not more than 400 words each.
 - iv) Figures to the right indicate maximum marks to the questions.

Q1 Answer any **FOUR** of the following.

(4x4=16)

- a) Explain the concept of logistics.
- b) Write a short note on logistics in India.
- c) What is meant by integrated logistics systems?
- d) Explain the concept of supply chain.
- e) Write a short note on managing the supply chain.
- f) What is meant by value chain?

Q.2 Answer any **FOUR** of the following.

(4x4=16)

- a) Explain the concept of demand management.
- b) Write a short note on demand forecasting.
- c) Explain any two components of customer service.
- d) Write a short note on electronic data interchange.
- e) Explain “product movement” function in transportation.
- f) What is consumer packaging?

Q.3. A. Explain the functions of logistics management.

(12)

OR

Q.3. B. Explain the importance of logistics management.

(12)

Q.4.A. Explain the reasons for outsourcing in supply chain management. (12)

OR

Q.4.B. Explain the importance of supply chain management. (12)

Q.5. A. Explain the qualitative and quantitative techniques of demand forecasting. (12)

OR

Q.5. B. Explain the methods of establishing a customer service strategy. (12)

Q.6. A. Explain in detail the elements of order cycle. (12)

OR

Q.6. B. Explain the primary handling activities in warehousing. (12)