



GOA UNIVERSITY

Bachelor of Commerce (Sem-V) (NEP)

Paper Title: **Supply Chain and Logistic**

Paper Code: **CBM-321**

Management (VET)

Duration: **2:00 Hours**

Total Marks: **80 Marks**

- Instructions:**
- i) All Questions are compulsory, however Q.2. to Q.5. have internal choice.
 - ii) In Q.1 all the sub-questions are compulsory.
 - iii) Figures to the right indicate maximum marks to the questions.
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Q.1. Answer the following questions.

(8X2 = 16 Marks)

- a) What is supply chain management?
- b) What is logistics management?
- c) What is demand management?
- d) What is lead time?
- e) What is consumer packaging?
- f) What is warehouse management system?
- g) What is customer retention?
- h) What is block chain?

Q.2.A. Discuss the key drivers in supply chain management.

(12 Marks)

OR

Q.2.B. Discuss the functions of Supply Chain Management.

(12 Marks)

Q.2.C. Differentiate between supply chain management and logistics management.

(4 Marks)

Q.3.A. Explain with examples how different types of warehouses can be used to store various types of goods efficiently and ensure timely delivery.

(12 Marks)

Q.3.B. Explain how different modes of transportation can improve supply chain efficiency.

(4 Marks)

OR

Q.3.C. Explain in brief how various factors affect the selection of appropriate packaging for different types of products.

(4 Marks)

Q.4.A. A well-established manufacturing company decides to expand its business and therefore collects historical sales data to forecast demand. As a business analyst, recommend and justify the most suitable demand forecasting methods the company should adopt.

(12 Marks)

Q.4.B. Differentiate between centralized and decentralized purchasing system. **(4 Marks)**

OR

Q.4.C. A warehouse manager wants to reduce manual handling of goods. Suggest suitable automated material handling systems that can be implemented to achieve this. **(4 Marks)**

Q.5.A. In a competitive market, customer service is key to business success. Evaluate the various elements of customer service in ensuring effective service to customers. **(12 Marks)**

Q.5. B. Explain how value-added services can enhance customer satisfaction and contribute to long term success of a business. **(4 Marks)**

OR

Q.5.C. Explain with examples how a cold chain ensures the safety and quality of goods. **(4 Marks)**