Examination October 2026

CBM-321

GOA UNIVERSITY

T.Y.B.Com. (NEP) (Semester - V)
Subject Name: Supply Chain and Logistic Management (VET)

Paper Title: Supply Chain and Logistic Management (VET) **Paper Code: CBM-321**

Duration: 2:00 Hours **Total Marks: 80**

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 to the questions.

Q1. Answer the following questions. (8X2= 16)

a) What is Logistics Management?
b) What is Supply Chain Management?
c) What is reverse logistics?
d) What is Inventory Turnover Ratio?
e) What is warehouse management system?
f) What is alternative packaging?
g) What is cold chain?
h) What is green logistics?

Q.2. A. Explain the importance of logistics management. (12)

OR

Q.2.B. Explain the various factors influencing supply chain management. (12)

Q.2. C. Discuss the functions of logistics management. (4)

Q.3.A. A warehouse of ABC Ltd. has inadequate lighting, improper stacking of goods, frequent minor accidents and unauthorized access to storage areas. As the warehouse manager, suggest appropriate safety and security measures to improve warehouse operations. (12)

Q.3.B. A company needs to transport large quantities of non-perishable goods over a long distance at minimum cost. Recommend a suitable mode of transport and justify your choice. (4)

OR

Q.3.C. A company needs to transport products in bulk to a retailer and then sell them individually to customers. Suggest the appropriate type of packaging for each stage and justify your answer. (4)

Q.4.A. A company is planning to launch a new product for which no past sales data is available. As a business analyst, recommend and justify the most suitable demand forecasting techniques the company should adopt. (12)

Q.4.B. A warehouse uses manual labour along with technology for inventory handling. Identify and explain the inventory management system. (4)

OR

Q.4.C. ABC Ltd. has branches in different cities that independently purchase raw materials. Which purchasing approach-centralized or decentralized, would you recommend? Give reasons for your choice. (4)

Q.5.A. A company faces delays due to poor coordination among its suppliers, warehouse and distributors. Suggest measures to achieve a seamless supply chain. (12)

Q.5.B. A company is receiving complaints about delayed deliveries and poor customer support. Suggest suitable measures to improve its customer service. (4)

OR

Q.5.C. A company wants to differentiate its services from competitors. Suggest suitable value-added services it can offer to customers. (4)