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(Pages : 2)

Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION , MARCH 2015

Sixth Semester

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

Time : Three Hours

Maximum Weight : 25

Part A

Answer all questions.

Each bunch of four questions carries a weight of 1.

I.

- 1 A basic supply chain consists of a company, ——— and an immediate customer.
- 2 ——— time is time spent doing something which creates a benefit for which the customer is prepared to pay.
- 3 ——— are the customers who could be more profitable if the cost of servicing could be reduced.
- 4 The supply chain management function focus on ——— cost management.

II.

- 5 A firm's operation strategy is product focused and its supply chain strategy is ——— focused.
- 6 A prime objective of any customer service strategy should be to enhance ———.
- 7 For better integration of scheduling of production and deliveries should be based upon ———.
- 8 ——— stock is kept to meet unpredictability in demand and lead time.

III.

- 9 Inventory management problems are characterized by optimization of carrying cost or ——— cost.
- 10 The product of process excellence and product excellence is known as ———.
- 11 Shorter life-cycle of a product demand ——— lead times.
- 12 In a customer profitability matrix ——— is a segment of high net sales value customers who are relatively cheap to service.

IV.

- 13 In a balanced score card, the key performance indicators of logistics are ———, faster and cheaper.
- 14 The strategy of recognizing every next man in the line as a customer is ———.
- 15 The SCM function focus on ——— cost management.
- 16 ——— is a ratio of utilities to cost.

(4 × 1 = 4)

Turn over

Part B Short Answers

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

Write notes on :

17. Value chain.
18. Drivers of SCM.
19. Organized retailing.
20. Full service retailing.
21. Just in time.
22. Quality circles.
23. Vender managed inventory system.
24. Strategic alliance.

(5 × 1 = 5)

Part C Short Essay

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

25. Discuss about the various types of supply chains.
26. List out the steps involved in evolving an effective supply chain strategy.
27. Bring out the various components of customer service.
28. How do you design a service driven logistics system ?
29. Briefly describe the key customer service standards.
30. List out the factors to be given consideration while designing a retail mail.

(4 × 2 = 8)

Part D Long Essay

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

31. Discuss about the challenges faced by Indian retail business segments.
32. Bring out the models of supply chain inventory management.
33. Describe the role of transportation in SCM. Distinguish the areas of decision making in transportation.

(2 × 4 = 8)