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B.B.A. (Semester-V) EXAMINATION, 2016
SUPPLY CHAIN AND LOGISTICS MANAGEMENT
(2013 PATTERN)

Time : 3 Hours

Maximum Marks : 80

N.B. :— (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. What is Supply Chain Management ? Explain in detail Drivers/ Components of Supply Chain. 15

Or

What is Marketing Channels ? Explain various functions of Marketing Channels.

2. What is Procurement ? Explain various factors affecting on procurement. 15

Or

Define the term Inventory ? Explain in detail basic EOQ model and ABC analysis.

3. What is Customer Relationship Management ? Explain the role and future of IT in the Supply Chain. 15

Or

What is Performance Appraisal of Channels Members ? Explain in detail Channel conflicts and techniques to resolve channels conflicts.

P.T.O.

4. Discuss in detail Tendering, E-Tendering and Negotiation. 15

Or

What is Green Supply Management ? Explain in detail which tenders affecting current trends in Supply Chain Management.

5. Write short notes on (any *four*) : 20

- (i) Process view of a Supply Chain
- (ii) Horizontal, Vertical Channels
- (iii) Costs Associate with Inventory
- (iv) E-Business
- (v) Importance of Physical Distributor
- (vi) Stacking and Racking Systems.