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Roll No.

BBA-405

**B. B. A. (FOURTH SEMESTER)
MID SEMESTER EXAMINATION,**

April/May, 2022

**LOGISTICS & SUPPLY CHAIN
MANAGEMENT**

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.
(ii) Each question carries 10 marks.

1. (a) Define logistics. What is the origin of logistics management ? 10 Marks (CO1)

OR

(b) Explain the objectives of logistics management in detail. 10 Marks (CO1)

2. (a) Discuss the difference between third party logistics and outbound logistics with relevance examples. 10 Marks (CO1)

OR

(b) Write down the functional areas of work of logistics. 10 Marks (CO1)

P. T. O.

(2)

3. (a) What is Warehousing ? Discuss the functions of warehousing in detail.

10 Marks (CO2)

OR

- (b) Write short notes on the following :

10 Marks (CO2)

- (i) Customer segmentation
(ii) Principles of warehousing

4. (a) Discuss the implications of SCM on Logistics Management. 10 Marks (CO1)

OR

- (b) What are three C's and draw a diagram of triangular linkage. 10 Marks (CO1)

5. (a) Write a short note on :

- (i) Demand Forecasting
(ii) Inventory Control

OR

- (b) How forecasting plays an important role for the growth of an Organization ? Justify your answer with relevant examples.

10 Marks (CO2)

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