

H

Roll No. ....

**BBA-405**

**B. B. A. (FOURTH SEMESTER)  
MID SEMESTER EXAMINATION, 2021**

**LOGISTICS AND 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) "Material Handling, Transportation, Warehousing and Inventories are four pillars on which the building of logistics is constructed." Comment on this statement.

10 Marks (CO1)

OR

(b) Logistics has a special relationship to marketing. What is the nature of the overall relationship between Logistics and Marketing ?

10 Marks (CO1)

P. T. O.

(2)

BBA-405

2. (a) "In the era of outsourcing, third party logistics can add value to existing supply chains." Explain this statement with examples. 10 Marks (CO1)

OR

- (b) What are the 7 R's of Logistics ? Explain each of them. 10 Marks (CO1)

3. (a) "Many innovations on technology-based approaches are well-suited to the enhancement of the effectiveness of Supply Chain Management." Justify the statement by giving few applications of information technology in SCM. 10 Marks (CO1)

OR

- (b) How important is International Logistics Management in today's scenario ? 10 Marks (CO1)

(3)

4. (a) Why do we need warehousing in normal course of business ? What are the various functions of warehousing ?

OR

- (b) Give the definitions of physical distribution, Logistics, and Supply Chain Management. Why are these terms used interchangeably ? 10 Marks (CO2)

5. (a) As a Logistics Manager, how you could use Information Technology in Warehousing and Physical Distribution ? 10 Marks (CO2)

OR

- (b) How do you select an efficient warehouse system ? What are the various factors affecting warehouse location ? 10 Marks (CO2)