



III Semester M.Com. Examination, April/May 2022  
(CBCS) (Semester Scheme)  
(New Syllabus) (2021 – 2022 Onwards)  
**COMMERCE**  
**3.2 : Logistics and Supply Chain Management**

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions, **each** question carries **two** marks. (7×2=14)
- a) What is reverse logistics ?
  - b) Write any two key objectives of balanced scorecard.
  - c) Mention the three elements of Triple Bottom Line.
  - d) Define supply chain management.
  - e) What do you mean by value-chain ?
  - f) What is e-CRM ?
  - g) Write the meaning of the term "conflict".
  - h) What is warehouse decision ?
  - i) Give the meaning of the term strategy.
  - j) What is packaging ?

SECTION – B

Answer **any four** questions of the following, **each** question carries **five** marks. (4×5=20)

- 2. How logistic management differ from supply chain management ?
- 3. Explain the importance of logistic information system.
- 4. Write the principles of supply chain sustainability.
- 5. 'Without logistics the world stops'. Explain.



6. Explain the differences between operational performance and social performance.
7. Elucidate the consequences of warehouse management system.

### SECTION – C

Answer **any two** of the following, **each** question carries **twelve** marks. (2×12=24)

8. Critically evaluate the CSR ethics in supply chain management in the COVID-19 era.
9. "Supply chain management is all about managing the conflict of interest in National and International levels." Explain with suitable examples.
10. Explain role and importance of the global strategic positioning and global integration in supply chain system.
11. Discuss the functions and contributions of value chain management.

### SECTION – D

Answer the following. (1×12=12)

12. How knowledge, skills and abilities are necessary to maintain effective relationship development management between buyer and seller in supply chain management in the turbulence era ? List out the required skills and abilities.
-