



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Management & Commerce
Course : III Year V SEM – BBA
Subject Name : Supply Chain and Logistics Management
Subject Code : BBX05101_BBB05101_BBC05101

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

- | | | | |
|------------|------------|---|--------------|
| Q.1 | (a) | Discuss the Supply chain concept with ref to FMCG | Marks |
| | (b) | How a medical chain store achieve success through proper logistics system | (1.5) |
| | | | (1.5) |

OR

- | | | | |
|------------|------------|--|--------------|
| Q.2 | (a) | Discuss the Supply chain concept with ref to Consumer Durables | (1.5) |
| | (b) | Discuss the distribution and logistics system for successful Retail Company | (1.5) |
| Q.3 | (a) | Discuss various types of inventory management and further explain which is suitable for hospital | (1.5) |
| | (b) | Explain reverse logistics and its importance with help of example | (1.5) |

OR

- | | | | |
|------------|------------|--|--------------|
| Q.4 | (a) | Discuss with help of an example how cost reduction can play important role in supply chain | (1.5) |
| | (b) | Discuss the importance of Transportation in Retail industry | (1.5) |

Sec-B (CO 4) (Max. Marks-6)

- | | | | |
|------------|------------|--|--------------|
| Q.5 | (a) | Discuss the challenges of product distribution and channel management | (1.5) |
| | (b) | Explain various types of marketing channel partner and their suitability | (1.5) |

OR

- | | | | |
|------------|------------|---|--------------|
| Q.6 | (a) | How a restaurant can Manage product distribution for multiple channels through a single facility. | (1.5) |
| | (b) | Which type of channel partner is suitable in managing exclusive distribution of products | (1.5) |
| Q.7 | (a) | Discuss the functions of whole sellers and their importance | (1.5) |
| | (b) | Discuss the trends in wholeselling in India. | (1.5) |

OR

- | | | | |
|------------|------------|--|--------------|
| Q.8 | (a) | Discuss how supply chain get affected with information technology | (1.5) |
| | (b) | Discuss the changes in channel partner behavior in current circumstances | (1.5) |
