



Term Evaluation (Odd) Semester Examination September 2025

Roll no.....

Name of the Course: BBA

Semester: V

Name of the Paper: Logistics and Supply chain management

Paper Code: BBA 502

Time: 1.5 hour

Maximum Marks: 50

Note:

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

Q1.

10 Marks co-1

(a) Explain the interface of logistics with production and marketing.

OR

(b) Discuss the strategic role of logistics in business organizations.

Q2.

10 Marks co-2

(a) What are the key measures of logistics performance? Illustrate with examples.

OR

(b) Explain the stages in the evolution of Third-Party and Fourth-Party Logistics (3PL & 4PL) providers.

Q3.

10 Marks co-3

(a) Define international logistics management. Explain its importance in today's business environment.

OR

(b) How does integrated logistics management contribute to organizational competitiveness?

Q4.

10 Marks co-4

(a) Explain the concept of logistics system analysis and design. Why is it important?

OR

(b) Discuss the role of warehousing and distribution centres in physical distribution.

Q5.

10 Marks co-5

(a) Evaluate the factors influencing the location decisions of logistics facilities.

OR

(b) With suitable examples, explain how logistics providers add value in supply chain management.