



**WEST BENGAL STATE UNIVERSITY**  
B.A./B.Com. Honours 6th Semester Examination, 2021

**ASPADSE05T-ADVERTISEMENT AND SALES PROMOTION (DSE3/4)**  
**LOGISTICS OPERATION AND SUPPLY CHAIN MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.  
All symbols are of usual significance*

**GROUP-A**

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What is supply chain management?
  - (b) What do you mean by logistics?
  - (c) What is supply chain network?
  - (d) Define Reserve Supply Chain.
  - (e) State two skills of SCM professionals.
  - (f) Define Business Process Integration.
  - (g) Mention two functions of SCM.
  - (h) Write down two functions of Reserve Supply Chain.
  - (i) What is Physical distribution?
  - (j) Write down two characteristics of supply chain network.
  - (k) What do you mean by historical development in SCM?
  - (l) Mention two characteristics of Reserve Supply Chain.
  - (m) Mention two advantages of supply chain management.
  - (n) Write down two advantages of logistics.
  - (o) Mention two good qualities of SCM professionals.
  - (p) State two functions of supply chain network.

**GROUP-B**

2. Answer any **four** questions from the following: 5×4 = 20
- (a) Explain the functions of logistics operations.
  - (b) Describe the importance of supply chain management.

- (c) What are the main components of supply chain management?
- (d) State the benefits of SCM.
- (e) Write down the differences between logistics and supply chain management.
- (f) How the Customer relationship management is important to Supply chain management?
- (g) Explain four logistics operations that optimize the supply chain management.
- (h) Why reserve supply chain is important?
- (i) What are the benefits of reserve supply chain?
- (j) How do supply chain networks work?
- (k) Discuss the types of Reserve Supply Chain.
- (l) Why supply chain network is important in supply chain management?

### GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Describe the classification of supply chain network. 10
  - (b) What are the steps for implementing business process integration? Give an example of business process integration. 8+2
  - (c) Discuss the roles and responsibilities of SCM professionals. 10
  - (d) What are the key skills competencies for SCM professionals? 10
  - (e) What is logistic chain? How does logistics management affect supply chain? 2+8
  - (f) What is logistics management? What are the differences between inbound and outbound logistics? 3+7
  - (g) Explain the history and evolution of the supply chain management. 10
  - (h) What is the origin of logistics? What was the main reason behind the evolution of SCM? 4+6

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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