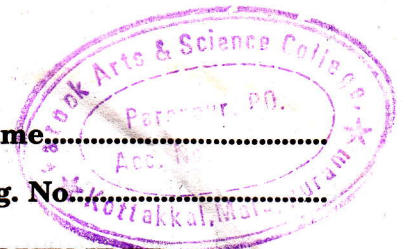


D 70936

(Pages : 3)

Name.....

Reg. No.....



FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2014

(UG—CCSS)

Core Course

BB VB 10—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Section A

This section consists of three bunches of four questions each.

Each bunch carries a weightage of 1.

Answer all questions.

I. Choose the most appropriate answer :

1 JIT aims at :

- (a) Minimize lead time and Minimize level of inventories.
- (b) Minimize lead time and Maximize level of inventories.
- (c) Maximize lead time and Minimize level of inventories.
- (d) Maximize lead time and Maximize level of inventories.

2 Objectives of TQM include :

- (a) Customer satisfaction.
- (b) Improvement in cost and quantity.
- (c) Retailer satisfaction.
- (d) (a) and (b).

3 Which of the following are quality assurance models ?

- (i) ISO 9001.
- (ii) ISO 9002.
- (iii) ISO 9004.
- (iv) ISO 9003.
- (a) (i) and (ii).
- (b) (iii) and (iv).
- (c) (ii) and (iii).
- (d) (i) and (iv).

4 Which of the following is not a part of SCM system ?

- (a) Supplier.
- (b) Manufacturer.
- (c) Retailer.
- (d) Competitor.

II. Fill in the blanks :

5 The technology developed by Japanese Kanban System is _____.

6 The process of integration of all activities, function and process within an organization is _____.

Turn over

- 7 The difference between customer value and supply chain cost is known as _____.
- 8 The distribution function which Drucker identified as "Today's Frontier" is synonymous with _____.

III. Match the following :—

- | | |
|------------------------|--------------------------------------|
| 9 Materials management | (a) Primary activity. |
| 10 HRM | (b) Continuous improvement. |
| 11 Operations | (c) Inventory management. |
| 12 Kaizen | (d) Support activity of value chain. |

(12 × ¼ = 3 weightage)

Section B

Answer all questions in one or two sentences each.

Each question carries 1 weightage.

- 13 What are the objectives of SCM ?
- 14 Define SC planning.
- 15 Differentiate between Internal and External customer.
- 16 What is CRM ?
- 17 What is the significance of logistics ?
- 18 Define the term "Quality Circles".
- 19 What do you mean by supplier relationship management ?
- 20 What do you mean by "vision statement" ?
- 21 Define logistics.

(9 × 1 = 9 weightage)

Section C

Answer any five questions.

Each question carries 2 weightage.

- 22 Explain the views involved in SCM process.
- 23 Explain the elements of logistics management.
- 24 State the principles of TQM.
- 25 State the benefits of TQM enjoyed by management and service sector.
- 26 What are the components of supply chain ?
- 27 Define integrated logistics. Why is it important ?
- 28 What are the different stages in TQM implementation ?

(5 × 2 = 10 weightage)

Section D

Answer any two questions.

Each question carries 4 weightage.

- 29 Discuss the importance of logistics management in today's competitive world.
- 30 What factors led to evolution of SCM. In modern business scenario ? What is its importance ?
- 31 Define QM. What are the drivers of quality ? Why is it essential in present day business ?

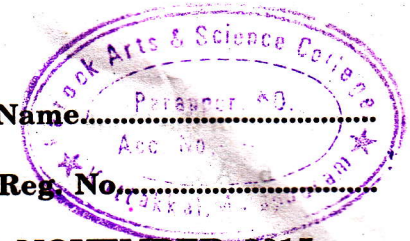
(2 × 4 = 8 weightage)

D 90901

(Pages : 3)

Name.....

Reg. No.....



FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2015

(U.G.—CCSS)

Core Course

BB VB 10—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Part A

This part consist of three bunches of questions carrying equal weightage of 1.

Each bunch has four questions.

Answer all twelve questions.

I. Choose the correct answer from brackets :

- 1 Which of the following is not a typical supply chain member ?
 - (a) Reseller.
 - (b) Wholesaler.
 - (c) Retailer's creditor
 - (d) Producer.
- 2 The major disadvantage of a multichannel system is that it is harder to Control and it can generate ————.
 - (a) Fewer domestic sales.
 - (b) Less net profit.
 - (c) Declining employee morale.
 - (d) Greater conflict.
- 3 Which type of product might require a more direct marketing channel to a void delays and too much handling ?
 - (a) Products in their maturity stage.
 - (b) Perishable products.
 - (c) High-priced products.
 - (d) Lower-priced products.
- 4 Companies manage their supply chains through :
 - (a) Skilled operators.
 - (b) Information.
 - (c) Transportation modes.
 - (d) The Internet.

Turn over

II. Fill in the blanks :

- 5 A supply chain is made up of a series of processes that involve an input, a _____ and an output.
- 6 The _____ process is the firms face to the customer.
- 7 Logistics system follows the principle of _____ advantage.
- 8 Logistics add value by creating _____ Utilities.

III. Answer in one word :

- 9 ROLA in logistic management means :
- 10 'Think on the best and then on the rest' is related with what ?
- 11 The five pillars of TQM include product, process, system, people, and _____.
- 12 Expand IBLM.

(12 × ¼ = 3 weightage)

Part B*Answer all the nine questions in one or two sentences each.**Each question carries 1 weightage.*

- 13 What is meant supply chain management ?
- 14 What are the objectives of supply chain management ?
- 15 What do you mean by Business logistics ?
- 16 Explain customer order fulfillment.
- 17 How can you calculate ROLA ?
- 18 Explain the term, Quick Response Manufacturing.
- 19 Explain Two-bin System.
- 20 What do you mean by vendor managed inventory ?
- 21 What do you mean by responsiveness ?

(9 × 1 = 9 weightage)

Part C*Answer any five questions.**Answer not to exceed two paragraphs each.**Each question carries 2 weightage.*

- 22 Explain supply chain management process.
- 23 What is third-party logistics ?
- 24 Which are the Fundamental factors affecting Quality ?

- 25 Which are the Principles of TQM ?
- 26 Explain the term benchmarking.
- 27 What are the Operations involved in integrated logistics model ?
- 28 What are the Barriers in TQM Implementation ?

(5 × 2 = 10 weightage)

Part D

*Answer any two questions.
Each question carries 4 weightage.*

- 29 What do you mean by logistics management ? Explain the elements of Logistics management.
- 30 Explain TQM excellence models.
- 31 Explain supply chain components/participants.

(2 × 4 = 8 weightage)

D 11136

(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2016

(CUCBCSS—UG)

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Type Questions)

Answer all ten questions.

Choose the correct answer :

1. The complexity supply chain varies from industry to industry which depends on the type of _____.
 - (a) Productivity and services.
 - (b) Goods and durability.
 - (c) Enhancing the ability.
 - (d) None of the above.
2. What are the risk and advantages in international supply chain management ?
 - (a) Supply side risk and demand side risk.
 - (b) Risk with vendor.
 - (c) Risk with changing trend and fashion.
 - (d) Risk with old marketing pattern.
3. The most important aspect of phase decision in supply chain :
 - (a) Supply chain strategy or design.
 - (b) Supply chain programming.
 - (c) Supply chain assembling.
 - (d) Supply chain reassembling.
4. Which of the following is not the quality of customer service ?
 - (a) Availability.
 - (b) Flexibility.
 - (c) Reliability.
 - (d) Warehousing.

Turn over

5. Which system automates and manages the steps in a business process ?

- (a) Business process management system.
- (b) Document management system.
- (c) Workflow system.
- (d) Automatic workflow system.

Fill in the blanks :

- 6. _____ is the process of exchange of information.
- 7. _____ provides time utility to products.
- 8. Customer's expectation should be met by a commodity, if it has to be called _____ quality.
- 9. Quality of _____ goods are to be judged considering the performance, reliability, features, durability etc. of the product.
- 10. Investigation of the level of quality being achieved is known as _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of ten questions in two or three sentences.

- 11. Define supply chain management.
- 12. Define the term logistics.
- 13. What is transportation ?
- 14. What is inventory ?
- 15. Define quality.
- 16. What is mission statement ?
- 17. Define total quality management ?
- 18. What do you mean by materials management ?
- 19. What is system concept ?
- 20. What is profitability concept ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

21. Explain the concepts of supply chain.
22. What are the objectives of supply chain management ?
23. What are the functions of inventory management ?
24. Write down the various drivers of supply chain management ?
25. What are the advantages of supply chain planning ?
26. What are the components of total quality management ?
27. Differentiate between efficiency *v/s* effectiveness of TQM.
28. Discuss the contributions of supply chain management ?

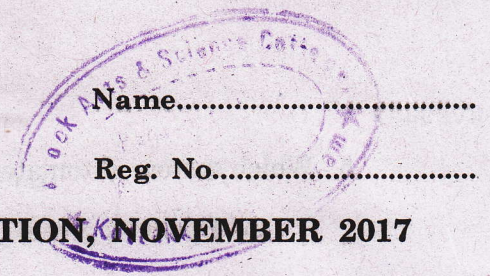
(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

29. What is supply chain management ? What are the components of supply chain ?
30. What is quality ? What are the principles of quality management ?
31. Explain the important supply chain management processes.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2017**

(CUCBCSS—UG)

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)*Answer all ten questions.**Choose the correct answer.*

1. Supply chain planning is the component of :
 - (a) Total quality management.
 - (b) Marketing management.
 - (c) Just-in-Time manufacturing.
 - (d) Supply chain management.

2. _____ plays a key role in supply chain management and it provides the basis for decision making.
 - (a) Information.
 - (b) Integration.
 - (c) Transportation.
 - (d) Co-ordination.

3. Which of the following involves long term decision ?
 - (a) Supply chain operations.
 - (b) Supply chain planning.
 - (c) Supply chain design.
 - (d) Supply chain administration.

4. What are the risks in international supply chain management ?
 - (a) Supply side risk and demand side risk.
 - (b) Risk with vendor.
 - (c) Risk with changing trend and fashion.
 - (d) Risk with old marketing pattern.

Turn over

5. Which system automates and manages the steps in a business process ?

- (a) Business process management system.
- (b) Document management system.
- (c) Workflow system.
- (d) Automatic workflow system.

Fill in the blanks :

- 6 A product is regarded as good quality product if it is worth the _____ paid for buying it.
- 7 _____ is a broader concept which involves several activities in addition to logistics.
- 8 Quality commodity is said to be of good quality if it is fit for _____.
- 9 Quality of _____ goods are to be judged considering the performance, reliability, features and durability of the product.
- 10 Investigation of the level of quality being achieved is known as _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight out of the ten questions in two or three sentences.

- 11 What is customer relationship management ?
- 12 What is packaging ?
- 13 What is manufacturing management ?
- 14 What is supply chain ?
- 15 What is communication ?
- 16 What do you mean by quality education ?
- 17 What is TQM software ?
- 18 Define the term logistics.
- 19 Define quality.
- 20 Define total quality management ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

- 21 Explain the concepts of supply chain.
- 22 Distinguish between logistics and supply chain management.
- 23 What are the components of supply chain planning ?
- 24 What are the factors to be considered while formulating procurement ' strategy ?
- 25 What are the operations of integrated logistics ?
- 26 Write down the various drivers of supply chain management.
- 27 What are the components of total quality management ?
- 28 Differentiate between efficiency v/s effectiveness of TQM.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

- 29 What is supply chain management ? Who are the participants of supply chain ?
- 30 What are the concepts and objectives of logistics management ?
- 31 Explain the important supply chain management processes.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS—UG)

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Choose the correct answer :

1. _____ plays a key role in supply chain management and it provides the basis for decision-making.
(a) Information. (b) Integration.
(c) Transportation. (d) Co-ordination.
2. Which one is the function of supply chain management ?
(a) Co-ordination. (b) Supporting.
(c) Operating. (d) Maximising.
3. Which of the following involves long term decision ?
(a) Supply chain operations. (b) Supply chain planning.
(c) Supply chain design. (d) Supply chain administration.
4. Which of the following is not an element of logistics ?
(a) Order processing. (b) Warehousing.
(c) Transportation. (d) Advertising.
5. _____ connects the supplier and the consumer.
(a) Advertising. (b) Warehousing.
(c) Transportation. (d) Logistics.

Fill in the blanks :

6. _____ is a broader concept which involves several activities in addition to logistics.
7. _____ refers to the stock of raw materials, work-in-progress and finished products.

Turn over

8. Conformation to specifications is an indication of _____.
9. Quality commodity is said to be of good quality if it is fit for _____.
10. A network of organisations working together for meeting customer's orders is called _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight out of the ten questions in two or three sentences.

11. What is supply chain ?
12. What is customer service management?
13. What is logistics ?
14. What is communication ?
15. What is third party logistics ?
16. What is quality ?
17. What do you mean by quality education ?
18. What do you mean by total quality management ?
19. What is TQM software ?
20. What is total cost concept ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any six out of the eight questions in about 200 words.

21. What are the features of supply chain ?
22. What are the functions of warehousing ?
23. What are the components of supply chain planning ?
24. What are the factors to be considered while formulating procurement strategy ?
25. Explain the functions of packing.
26. What are the operations of integrated logistics ?

27. What are the qualities of customer service ?
28. What are the characteristics of transport ?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

29. What are the concepts and objectives of logistics management ?
30. What do you mean by integrated logistics ? What are the operating objectives of integrated logistics ?
31. Briefly explain the supply chain management process.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

B.B.A.

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)*Answer all ten questions.**Choose the correct answer.*

1. Which of the following is not a component of supply chain ?
 - (a) Warehouse.
 - (b) Hotel.
 - (c) Transport company.
 - (d) Retailer.
2. Logistics management is a component of :
 - (a) Purchase management.
 - (b) Financial management.
 - (c) Supply chain management.
 - (d) Sales management.
3. Supply chain planning is the component of :
 - (a) Total quality management.
 - (b) Marketing management.
 - (c) Just-in-Time manufacturing.
 - (d) Supply chain management.
4. One of the benefits of supply chain management is to reduce the :
 - (a) Order to delivery time.
 - (b) Production time.
 - (c) Distribution time.
 - (d) Consumption time.
5. The process that plans for and controls the efficient and effective transportation and storage of supplies from suppliers to customers is called _____.
 - (a) Transportation.
 - (b) Logic.
 - (c) Logistics.
 - (d) Transportation logic.

Fill in the blanks :

6. The basic function of packaging is to _____ the product.
7. Logistics is considered as a part of _____ management.

Turn over

8. A product is regarded as good quality product if it is worth the ———— paid for buying it.
9. Synergetic relationship, continuous improvement and self evaluation, system of ongoing process and leadership are called pillars of ————.
10. A vision statement describes what a company wants to be in the ————.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

Each question carries 2 marks.

11. Define the term supply chain.
12. What is supply chain management ?
13. What is customer relationship management ?
14. What do you mean by order processing ?
15. What is warehousing ?
16. What is packaging ?
17. What is TQM planning ?
18. What do you mean by vision statement ?
19. What is manufacturing management ?
20. What is trade off concept ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

Each question carries 4 marks.

21. What are the practices that merged to form supply chain management ?
22. Write down the operating objectives of integrated logistics.
23. Explain the concepts of supply chain.
24. What are the types of packages ?
25. Distinguish between logistics and supply chain management.

26. What are the types of Logistics ?
27. What are the steps involved in customer relationship management ?
28. Discuss the benefits of supply chain management.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

Each question carries 15 marks.

29. What is supply chain management? Who are the participants of supply chain ?
30. Define the term Logistics. Discuss the important elements of logistics.
31. Explain the principles of quality management.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. Which of the following is not a principle of supply chain relationship ?
 - a) Mutual Fund.
 - b) Dependence.
 - c) Integration.
 - d) Non-co-operation.
2. Vendor management is an important part of :
 - a) Customer Relationship Management.
 - b) Supplier Relationship Management.
 - c) Customer Service Management.
 - d) Demand Management.
3. Which of the following is not an element of Logistics ?
 - a) Order Processing.
 - b) Warehousing.
 - c) Transportation.
 - d) Advertising.
4. Which of the following not normally be considered as a 'costs of quality' ?
 - a) Research and development costs.
 - b) Marketing costs.
 - c) Inspection costs.
 - d) Prevention costs.
5. Delivery of finished products to the customers is called :
 - a) Inbound Logistics.
 - b) Outbound Logistics.
 - c) Internal logistics.
 - d) Total Logistics.

Turn over

Fill in the Blanks :

6. Supply Chain Management has _____ flows.
7. _____ plays a key role in supply chain management and it provides the basis for decision making.
8. A vision statement describes what a company wants to be in the _____.
9. Confirmation to specifications is an indication of _____.
10. _____ refers to the backward flow of materials and products.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall ceiling 20.

11. Define Supply Chain.
12. What is meant by ERP System ?
13. What is Shipment Consolidation ?
14. What is a Bonded Warehouse ?
15. What are the four basic components of total quality management ?
16. List the 6 C's for successful implementation of TQM ?
17. What is Vendor Management ?
18. State the features of good Mission Statement ?
19. What is Outbound Logistics ?
20. Define Quality.

(5 × 4 = 20 marks)

Section C (Short Essays)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall ceiling 32.

21. What are the factors driving evolution of Supply Chain Management ?
22. Write a short note on Customer Service Management.
23. What are the concepts of Logistics Management ?
24. What are the objectives of Total Quality Management ?
25. What is Vision Statement ? What are its characteristics ?
26. Define Procurement Management. What are its objectives ?
27. What are the barriers to Total Quality Management Implementation ?
28. Explain the BPIR Model.

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

The question carries 18 marks.

29. Define Supply Chain Management and Explain its benefits.
30. Discuss the important elements of Logistics Management.
31. What are the principles of Total Quality Management ?

(1 × 18 = 18 marks)

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(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

B.B.A.

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)*Answer all ten questions.**Each question carries 1 mark.**Choose the Correct answer.*

1. Which of the following involves long term decisions ?
 - (a) Supply chain operations.
 - (b) Supply chain planning.
 - (c) Supply chain design.
 - (d) Supply chain administration.
2. Vendor Management is an important part of :
 - (a) Customer relationship Management.
 - (b) Supplier relationship management.
 - (c) Customer Service Management.
 - (d) Demand Management.
3. The investigation of level of quality being achieved is known as :
 - (a) Quality Control.
 - (b) Quality Management.
 - (c) Quality Assurance.
 - (d) Quality Circle.
4. A product characteristics that can be measured by rating of good or bad :
 - (a) Variable.
 - (b) Attribute.
 - (c) Sample.
 - (d) None of these.

Turn over

5. The process that plans for and controls the efficient and effective transportation and storage of suppliers from suppliers to customers is called
- (a) Transportation.
 - (b) Logic.
 - (c) Logistics.
 - (d) Transportation logic.

Fill in the Blanks :

6. _____ plays a key role in supply chain management as it provides the basis for decision making.
7. _____ refers to the backward flow of materials and products.
8. _____ is a broader concept which involves several activities in addition to logistics.
9. Q. C.C. is the short form of _____.
10. 3PL providers are specialized service providers with core competency in managing _____.

(10 × 1 = 10 marks)

Part II (Short Answer Question)

Answer any **eight** out of the ten questions in two **or** three sentences.

Each question carries 2 marks.

- 11. State any four features of Supply Chain.
- 12. What is value flow of supply chain ?
- 13. What is Fourth party logistics ?
- 14. What is inbound logistics ?
- 15. What is Total quality management planning ?
- 16. What is 'Vision' and 'Mission' ?
- 17. Give five barriers to TQM implementation.
- 18. What is Quality Education ?
- 19. What is Business Logistics ?
- 20. What is Responsiveness ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in 200 words.

Each question carries 4 marks.

21. Explain the concepts of Supply Chain.
22. What is Customer Relationship Management ? What are the steps involved in Customer Relationship Management ?
23. What are the operations Integrated Logistics ?
24. What is Third Party Logistics ? State its advantages.
25. Differentiate between Efficiency Vs Effectiveness of Total Quality Management.
26. What are the steps in the implementation of Total Quality Management ?
27. What are the features of Logistics Management ?
28. What are the steps involved in Procurement Management ?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any **two** out of the three questions in about 800 words.

Each question carries 15 marks.

29. Define Supply Chain Management. Discuss the important components of Supply Chain Management.
30. Define Logistics. What are the important Logistics activities ?
31. Write the stages of Total Quality Management.

(2 × 15 = 30 marks)

D 30039

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

B.B.A.

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)*Answer all **ten** questions.**Each question carries 1 mark.*

I. Choose the Correct Answer :

1 Which is not a function of Logistics :

- (a) Order Processing. (b) Inventory Planning.
(c) Financing mergers. (d) Warehousing.

2 The time between the order of new stocks and when it is received and available for use :

- (a) Lead Time. (b) Idle time.
(c) Normal time. (d) None.

3 In Supply chain management, the gap caused by the manufacturers and consumers being situated physically away from each other, is known as :

- (a) Time Gap. (b) Variety Gap.
(c) Quantity Gap. (d) Space Gap.

4 Which is not a tool for collecting customer complaints for an organisation ?

- (a) Questionnaire. (b) Report cards.
(c) Customer Focus groups. (d) None.

5 Among total quality management tools, _____ provides a visual illustration of the sequence of operations required to complete a task.

- (a) Cause-and-Effect Diagram. (b) Flowchart.
(c) Pareto chart. (d) Check Sheet.

Turn over

Fill in the Blanks :

- 6 According to Porter, _____ is a set of activities that an organization carries out to create value for its customers.
- 7 _____ is a business management philosophy that considers the expenditure on resources utilised for the achievement of any goal other than the creation of value for the end customer.
- 8 The outsourced transportation and logistics service providers are known as _____.
- 9 _____ is a total quality management tool by which organizations can measure themselves against the best industry practices.
- 10 Among the Dimensions of product quality, efficiency is the ratio of output to _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of ten questions in two or three sentences.

Each question carries 2 marks.

- 11 What is meant by logistics ?
- 12 Which are the measures of logistics operational performance ?
- 13 Write a note on order processing.
- 14 What is meant by customer service management ?
- 15 What is importance of supplier relationship management ?
- 16 What is meant by order fulfilment ?
- 17 Define supply chain management ?
- 18 How supply chain management minimizes uncertainty ?
- 19 Which are the dimensions of service quality ?
- 20 What is meant by mission statement ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of eight questions in about 200 words.

Each question carries 4 marks.

- 21 What are objectives of logistics management ?
- 22 Which are the different types of logistics ?
- 23 Which are the characteristics of green logistics ?
- 24 Explain the scope and nature of manufacturing flow management.
- 25 What are the areas of applications of supply chain management tools ?
- 26 Which are the components of logistics cycle ?
- 27 What are the characteristics of quality leadership.
- 28 Which are the different aspects of employee involvement ?

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any **two** out of the three questions in about 800 words.

Each question carries 15 marks.

- 29 Explain the role of logistics manager.
- 30 Explain the components of supply chain management.
- 31 Which are the different tools of quality ?

(2 × 15 = 30 marks)