



K26U 0087

Reg. No. :

Name :

**Sixth Semester B.B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/
Supplementary/Improvement) Examination, April 2026
(2020 to 2023 Admissions)
DISCIPLINE SPECIFIC ELECTIVE : III – MARKETING
6B17BBA : Logistics Management**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **one** mark.

(6×1=6)

1. Define supply chain planning.
2. Name two trends in logistics management.
3. What is returns management ?
4. Define CRM in logistics.
5. Name two objectives of SCM.
6. What is manufacturing flow management ?

PART – B

Answer **any six** questions. **Each** question carries **two** marks.

(6×2=12)

7. Explain the organisational integration in logistics.
8. List the key processes of supply chain management.
9. Explain the drivers of supply chain evolution.
10. What is the objective of integrated logistics ?
11. Discuss the importance of customer service in logistics.
12. Explain demand management in logistics.
13. What is the bullwhip effect and how can it be minimised ?
14. Explain the role of supplier relationship management.

P.T.O.



PART – C

Answer **any four** questions. **Each** question carries **three** marks. (4×3=12)

15. Explain the aims and importance of logistics management.
16. Discuss trends and progress in modern logistics.
17. Compare logistics management and supply chain management with examples.
18. Discuss supply chain components and their roles.
19. Explain CRM and customer service management in logistics.
20. Discuss order fulfilment and demand management.

PART – D

Answer **any two** questions. **Each** question carries **five** marks. (2×5=10)

21. Explain integrated logistics, objectives and benefits.
 22. Discuss supply chain planning, drivers and methods to reduce the bullwhip effect.
 23. Explain manufacturing flow management and returns management in detail.
 24. Discuss procurement and supplier relationship management, including challenges and strategies.
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