

15U578

(Pages:2)

Name:

Reg. No.....

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, OCTOBER 2017

(CUCBCSS-UG)

CC15U BB5 B09-EMERGING TRENDS IN MANAGEMENT

(Core Course)

(2015 Admission Regular)

Time: Three Hours

Maximum: 80 Marks

Part A

Answer all questions. Each Question carries 1 Mark.

1. Physical distribution is also known as logistics.
2. Hybrid marketing system is also called.....
3.refers to backward flow of materials and product.
4. Logistics management is a component of
5. Delivery of finished products to the customers is called
6. Q.C.C is the short form of
7. W. Shewhart was the mastermind behind developing
8. The process that plans for and controls the efficient and effective transportation and storage of supplies from suppliers to customers is called
9. Supply chain involves a continuous flow of products, information and
10.refers to the ideal quantity to be ordered at one time.

(10x1= 10 marks)

Part B

Answer eight questions. Each Question carries 2 Marks.

11. Define supply chain management.
12. What is Vendor management?
13. What is supply chain relationship?
14. What is meant by reverse logistics?
15. What is fourth party logistics?
16. What is meant by JIT?
17. What is lock –box system?
18. Define the term Total Quality Management.
19. Distinguish between vision and mission.
20. Explain any four tools used for TQM.

(8x2=16 marks)

Part C

Answer any six questions. Each Question carries 4 Marks.

21. Differentiate between logistics management v/s Supply chain management.
22. Briefly explain the elements of Logistics Management.
23. What is supply chain planning? What are its components?
24. What are the steps in customer relationship management?
25. What are different types of warehouses?
26. Explain the process of customer order fulfillment.
27. Enumerate the benefits of TQM.
28. Explain demand management and its components.

(6x4 = 24 marks)

Part D

Answer any two questions. Each Question carries 15 Marks.

29. Explain the principles of Total Quality Management?
30. Bring out the significance of supply chain management in the present era of globalization.
31. Define logistics. What are the important logistic activities?

(2x15 = 30 marks)
