

18U544

(Pages: 2)

Name:

Reg. No.....

FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC15U BB5 B09/ CC16U BB5 B09 - EMERGING TRENDS IN MANAGEMENT

(Core Course)

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part A

Answer *all* questions. Each question carries 1 mark.

1. _____ coordinates all the activities of business that place demand on manufacturing capacity.
2. Physical distribution is also referred as _____ Logistics.
3. Fundamental objective of SCM is to _____
4. _____ costs varies directly with variation in activity level.
5. Communal harmony is related with _____ element of logistic management.
6. _____ is a short term declaration of what an organisation aspires to be tomorrow.
7. Expand EFQM _____
8. _____ Package refers to putting several related products in one package.
9. Walter A Shewhart is considered as the master mind in developing _____
10. _____ is the first step in product development and commercialization.

(10 x 1 = 10 Marks)

Part B

Answer any 8 questions. Each question carries 2 marks.

11. Define Logistic Management.
12. What is CRM?
13. Give any two objectives of TQM.
14. What do you mean by target?
15. What is 4PL?
16. Define the term **Quality**.
17. What is ROLA?
18. Give a short note on material handling
19. What is EDI?
20. What is benchmarking?

(8 x 2 = 16 Marks)

Part C

Answer any *six* questions. Each question carries 4 marks

21. Compare efficiency with effectiveness.
22. Explain' Process approach 'in quality management
23. What are the steps involved in SRM?
24. Explain the major duties of Quality Council?
25. What are the functions of ware housing?
26. Discuss the requirements of successful implementation of SCM.
27. Explain the elements of customer order fulfilment.
28. What are the advantages of JIT?

(6 x 4 = 24 Marks)

Part D

Answer any *two* questions. Each question carries 15 marks.

29. Explain briefly the stages in TQM.
30. Explain the SCM process in detail.
31. What is Logistics Management? Explain its elements.

(2 x 15 = 30 Marks)
