



K25U 0272

Reg. No. :

Name :

**Sixth Semester B.B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/
Supplementary/Improvement) Examination, April 2025
(2019 to 2022 Admissions)**

DISCIPLINE SPECIFIC ELECTIVE : III – MARKETING

6B17BBA : Logistics Management

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark. **(6×1=6)**

1. What is meant by logistics management ?
2. What is SCM ?
3. What do you mean by CRM ?
4. What is returns management ?
5. Define warehouse management.
6. What do you mean by bull-whip effect ?

PART – B

Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks. **(6×2=12)**

7. Write any four objectives of logistics management.
8. What do you mean by 'containerisation' ?
9. What are the importances of supply chain planning ?
10. State the objectives of demand management.
11. What are the importances of warehousing ?

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12. What do you mean by manufacturing flow management ?
13. Write any four objectives of integrated logistics.
14. What do you mean by contract warehouses ?

PART - C

Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks. **(4×3=12)**

15. Explain the evolution of the concept of warehousing.
16. What are the key challenges in supply chain management ?
17. What are the factors which influence transportation ?
18. Narrate the importance of procurement management.
19. Explain the current trends in logistics.
20. How does effective warehouse management contribute to supply chain efficiency ?

PART - D

Answer **any 2** questions **not** exceeding **four** pages. **Each** question carries **5** marks. **(2×5=10)**

21. Describe the logistics activities in the manufacturing organisation.
22. Discuss the various components of customer relationship management.
23. Explain the process of supply chain management.
24. Describe various types of warehouses.