



D 90901

**COMMERCE  
FACTORY**

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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 r

## 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)