

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

(CUCBCSS—UG)

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)*Answer all ten questions.**Choose the correct answer.*

1. Supply chain planning is the component of :
 - (a) Total quality management.
 - (b) Marketing management.
 - (c) Just-in-Time manufacturing.
 - (d) Supply chain management.
2. _____ plays a key role in supply chain management and it provides the basis for decision making.
 - (a) Information.
 - (b) Integration.
 - (c) Transportation.
 - (d) Co-ordination.
3. Which of the following involves long term decision ?
 - (a) Supply chain operations.
 - (b) Supply chain planning.
 - (c) Supply chain design.
 - (d) Supply chain administration.
4. What are the risks in international supply chain management ?
 - (a) Supply side risk and demand side risk.
 - (b) Risk with vendor.
 - (c) Risk with changing trend and fashion.
 - (d) Risk with old marketing pattern.

Turn over

5 Which system automates and manages the steps in a business process ?

- (a) Business process management system.
- (b) Document management system.
- (c) Workflow system.
- (d) Automatic workflow system.

Fill in the blanks :

6 A product is regarded as good quality product if it is worth the _____ paid for buying it.

7 _____ is a broader concept which involves several activities in addition to logistics.

8 Quality commodity is said to be of good quality if it is fit for _____.

9 Quality of _____ goods are to be judged considering the performance, reliability, features and durability of the product.

10 Investigation of the level of quality being achieved is known as _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** out of the **ten** questions in two or three sentences.*

11 What is customer relationship management ?

12 What is packaging ?

13 What is manufacturing management ?

14 What is supply chain ?

15 What is communication ?

16 What do you mean by quality education ?

17 What is TQM software ?

18 Define the term logistics.

19 Define quality.

20 Define total quality management ?

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

*Answer any **six** out of the **eight** questions in about 200 words.*

- 21 Explain the concepts of supply chain.
- 22 Distinguish between logistics and supply chain management.
- 23 What are the components of supply chain planning ?
- 24 What are the factors to be considered while formulating procurement ' strategy ?
- 25 What are the operations of integrated logistics ?
- 26 Write down the various drivers of supply chain management.
- 27 What are the components of total quality management ?
- 28 Differentiate between efficiency v/s effectiveness of TQM.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

*Answer any **two** out of the **three** questions in about 800 words.*

- 29 What is supply chain management ? Who are the participants of supply chain ?
- 30 What are the concepts and objectives of logistics management ?
- 31 Explain the important supply chain management processes.

(2 × 15 = 30 marks)