

**FIFTH SEMESTER B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

(CUCBCSS—UG)

B.B.A.

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. Which of the following is not a component of supply chain ?  
(a) Warehouse. (b) Hotel.  
(c) Transport company. (d) Retailer.
2. Logistics management is a component of :  
(a) Purchase management. (b) Financial management.  
(c) Supply chain management. (d) Sales management.
3. Supply chain planning is the component of :  
(a) Total quality management. (b) Marketing management.  
(c) Just-in-Time manufacturing. (d) Supply chain management.
4. One of the benefits of supply chain management is to reduce the :  
(a) Order to delivery time. (b) Production time.  
(c) Distribution time. (d) Consumption time.
5. The process that plans for and controls the efficient and effective transportation and storage of supplies from suppliers to customers is called \_\_\_\_\_.  
(a) Transportation. (b) Logic.  
(c) Logistics. (d) Transportation logic.

Fill in the blanks :

6. The basic function of packaging is to \_\_\_\_\_ the product.
7. Logistics is considered as a part of \_\_\_\_\_ management.

**Turn over**

8. A product is regarded as good quality product if it is worth the ——— paid for buying it.
9. Synergetic relationship, continuous improvement and self evaluation, system of ongoing process and leadership are called pillars of ———.
10. A vision statement describes what a company wants to be in the ———.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

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

*Each question carries 2 marks.*

11. Define the term supply chain.
12. What is supply chain management ?
13. What is customer relationship management ?
14. What do you mean by order processing ?
15. What is warehousing ?
16. What is packaging ?
17. What is TQM planning ?
18. What do you mean by vision statement ?
19. What is manufacturing management ?
20. What is trade off concept ?

(8 × 2 = 16 marks)

### Part III (Short Essay Questions )

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

*Each question carries 4 marks.*

21. What are the practices that merged to form supply chain management ?
22. Write down the operating objectives of integrated logistics.
23. Explain the concepts of supply chain.
24. What are the types of packages ?
25. Distinguish between logistics and supply chain management.

26. What are the types of Logistics ?
27. What are the steps involved in customer relationship management ?
28. Discuss the benefits of supply chain management.

(6 × 4 = 24 marks)

**Part IV (Essay Questions )**

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

*Each question carries 15 marks.*

29. What is supply chain management? Who are the participants of supply chain ?
30. Define the term Logistics. Discuss the important elements of logistics.
31. Explain the principles of quality management.

(2 × 15 = 30 marks)