

D 90044

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Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.B.A.

BBA VB 09—EMERGING TRENDS IN MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)

Answer all questions.

Each question carries 1 mark.

Choose the correct answer :

1. Which of the following is not a principle of supply chain relationship ?
 - a) Mutual Fund.
 - b) Dependence.
 - c) Integration.
 - d) Non-co-operation.
2. Vendor management is an important part of :
 - a) Customer Relationship Management.
 - b) Supplier Relationship Management.
 - c) Customer Service Management.
 - d) Demand Management.
3. Which of the following is not an element of Logistics ?
 - a) Order Processing.
 - b) Warehousing.
 - c) Transportation.
 - d) Advertising.
4. Which of the following not normally be considered as a 'costs of quality' ?
 - a) Research and development costs.
 - b) Marketing costs.
 - c) Inspection costs.
 - d) Prevention costs.
5. Delivery of finished products to the customers is called :
 - a) Inbound Logistics.
 - b) Outbound Logistics.
 - c) Internal logistics.
 - d) Total Logistics.

Turn over

Fill in the Blanks :

6. Supply Chain Management has _____ flows.
7. _____ plays a key role in supply chain management and it provides the basis for decision making.
8. A vision statement describes what a company wants to be in the _____.
9. Confirmation to specifications is an indication of _____.
10. _____ refers to the backward flow of materials and products.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall ceiling 20.

11. Define Supply Chain.
12. What is meant by ERP System ?
13. What is Shipment Consolidation ?
14. What is a Bonded Warehouse ?
15. What are the four basic components of total quality management ?
16. List the 6 C's for successful implementation of TQM ?
17. What is Vendor Management ?
18. State the features of good Mission Statement ?
19. What is Outbound Logistics ?
20. Define Quality.

(5 × 4 = 20 marks)

Section C (Short Essays)

Answer at least four questions.

Each question carries 8 marks.

All questions can be attended.

Overall ceiling 32.

21. What are the factors driving evolution of Supply Chain Management ?
22. Write a short note on Customer Service Management.
23. What are the concepts of Logistics Management ?
24. What are the objectives of Total Quality Management ?
25. What is Vision Statement ? What are its characteristics ?
26. Define Procurement Management. What are its objectives ?
27. What are the barriers to Total Quality Management Implementation ?
28. Explain the BPIR Model.

(4 × 8 = 32 marks)

Section D (Essay Questions)

Answer any one question.

The question carries 18 marks.

29. Define Supply Chain Management and Explain its benefits.
30. Discuss the important elements of Logistics Management.
31. What are the principles of Total Quality Management ?

(1 × 18 = 18 marks)