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398, Ramkrishnapur Road, Barasat
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Term End Examination 2025-2026
Programme – BBA-Hons-2023
Course Name – Supply Chain and Logistics Management
Course Code - BBA50113
(Semester V)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Define the term 'supply chain'.

a) A process for marketing products
b) A system connecting suppliers to customers
c) A set of customer service tools
d) A storage system for raw materials

(ii) Explain what a value chain does.

a) Creates profits by reducing costs only
b) Adds value at each step in business operations
c) Imports raw materials
d) Stores finished goods

(iii) Describe a key difference between organization-level and industry-level activities.

a) Organization level activities are done by government bodies
b) Industry-level activities are limited to one company
c) Organization level activities occur within a company
d) Industry-level activities are based on consumer trends only

(iv) Enumerate why strong value chain partnerships benefit businesses.

a) They slow down product movement
b) They increase operational costs
c) They support efficiency and shared goals
d) They create unnecessary competition

(v) Explain how collaboration improves supply chain relationships.

a) Causes conflict among departments
b) Leads to duplication of tasks
c) Helps partners share data and make decisions
d) Reduces trust among vendors

(vi) Recall a feature of drivers in supply chain management.

a) They only affect marketing decisions
b) They include sourcing, facilities and information flow
c) They refer to external economic forces only
d) They are not related to performance

(vii) Explain the role of a value chain in business.

a) Storing goods in warehouses
b) Reducing customer feedback
c) Adding value through business activities
d) Eliminating vendors

(viii) Identify an example of an organizational-level activity.

a) Inter-firm shipping
b) Inventory control within the firm
c) Creating national laws
d) Consumer surveys

(ix) Illustrate the usefulness of the Value Reference Model (VRM) in supply chains.

a) Makes the supply chain more complex
b) Encourages duplication of efforts
c) Helps improve and measure business processes
d) Reduces integration

(x) Explain why supply chain drivers matter.

a) They slow down product flow
b) They define elements that affect supply chain performance
c) They regulate employee behaviour
d) They focus only on retail

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(xi) Name, which of the following best defines a value chain?

a) A pricing method
b) A tool for outsourcing
c) A set of activities that add value to a product
d) A storage unit for raw materials

(xii) Establish the usefulness of long term vendor relationships in supply chain success.

a) They reduce trust over time
b) They help improve quality, communication, and cost
c) They delay the flow of goods
d) They increase legal issues

(xiii) Describe the primary function of the Value Reference Model (VRM).

a) Hiring staff
b) Customer behavior analysis
c) Process mapping and performance measurement
d) Inventory auditing

(xiv) Establish how a company like McDonald's uses the value chain.

a) By outsourcing logistics only
b) By adding value at each operational step
c) By selling third-party goods
d) By relying only on one supplier

(xv) Identify a key feature of industry level coordination in supply chains.

a) Duplication of internal roles
b) Lack of data flow
c) Shared forecasting and logistics planning
d) Centralized sales teams

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define the term "Supply Chain." (3)
3. Explain the difference between organization-level and industry level supply chain activities. (3)
4. Describe the purpose of the Value Reference Model (VRM). (3)
5. Apply the concept of value chain partnerships in a real world scenario. (3)
6. Analyze how procurement planning influences inventory levels. (3)

OR

Analyze how sourcing strategy affects supplier relationships. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Define a supply chain and explain its basic components. (5)
8. Explain the difference between organization-level and industry level supply chain activities with examples. (5)
9. Apply the concept of value chain partnerships in a real-world business. (5)
10. Evaluate the effectiveness of logistics integration in improving overall supply chain performance. (5)
11. Evaluate the role of inventory flow in improving customer satisfaction in logistics. (5)
12. Analyze the differences between logistics and supply management in terms of scope and function. (5)

OR

Analyze how a poor logistics system can negatively impact customer satisfaction and operational efficiency. (5)

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