



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 03
No. of Questions: 06
Total Marks :70

BBA 41013 – Logistics and Supply Chain Management

Academic Year 2022/2023

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

4000 LEVEL FIRST SEMESTER END EXAMINATION – SEPTEMBER 2023

Three Hours

Instructions

- The question paper contains six (06) questions.
- Answer five (05) questions only.



Question 01

I. Distinguish “Logistics Management” and “Supply Chain Management”.

(03 Marks)

II. “Supply Chain Management is also referred to as Demand Chain Management”. Briefly explain this statement with suitable examples.

(04 Marks)

III. “The bullwhip effect can cause significant inefficiencies in supply chains”. Discuss the consequences of the bullwhip effect in a supply chain with a suitable example.

(07 Marks)

(Total 14 Marks)

Question 02

I. Define the term “Total Cost of Ownership”.

(03 Marks)

II. “Effective customer service across the supply chain leads to on-time deliveries, reduced transportation costs and customer satisfaction”. Briefly explain three (03) elements of customer service in a business.

(04 Marks)

III. Explain the driving forces behind the adoption and implementation of logistics performance measurements in modern supply chain management.

(07 Marks)

(Total 14 Marks)

Question 03

- I. What is the difference between logistics lead time and customer's order cycle?
(03 Marks)

 - II. Briefly explain the characteristics of push-based supply chains and pull-based supply chains.
(04 Marks)

 - III. "Lean facilitates to increase the value while eliminating waste". Explain the basic principles of lean manufacturing.
(07 Marks)
- (Total 14 Marks)

Question 04

- I. What are the three types of Inter-organizational logistics performance measurements.
(03 Marks)

 - II. Briefly explain the goals of Logistics Pipeline Management.
(04 Marks)

 - III. Explain the potential benefits of adopting agile supply chain approach for the businesses operating in fast-paced industries.
(07 Marks)
- (Total 14 Marks)

Question 05

- I. Define the concept of cross-docking in logistics operations.
(03 Marks)

 - II. "The virtual supply chain relies on information as the medium that enables seamless communication among its components". Briefly explain the role of information in the virtual supply chain.
(04 Marks)

 - III. Explain the concept of offshore sourcing and, discuss the issues causing to review offshore sourcing decisions.
(07 Marks)
- (Total 14 Marks)

Question 06

I. Differentiate the conventional supply chain and synchronized supply chain.

(03 Marks)

II. Briefly explain how value-adding time and non-value-adding time concepts can be affected to improve the overall effectiveness of the supply chain.

(04 Marks)

III. "The supply chain encounters numerous complexities as a result of its interconnectedness and interdependence". Discuss four (04) sources that supply chain operations are become more complex in a dynamic environment.

(07 Marks)

(Total 14 Marks)
