



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

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

BBA 4102 – Logistics and Supply Chain Management

Academic Year 2022/2023

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

4000 LEVEL FIRST SEMESTER END EXAMINATION (REPEAT OLD SYLLABUS- 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. 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 03

- I. What is the difference between logistics lead time and customer's order cycle? *lead time*
(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 basic roles of the logistics performance measurement system?
(03 Marks)
- ✓ II. Briefly explain the key global supply chain challenges.
(04 Marks)
- III. Explain the role of an information system in logistics functions of an organization.
(07 Marks)
(Total 14 Marks)

Question 05

- ✗ 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)

Question 06

Briefly explain the following concepts.

- I. Quick response logistics
- II. Customer value
- III. Supply chain vulnerability
- IV. Safety stock

(3.5 Marks * 4 = Total 14 Marks)
