



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 4000 Level Semester I

Examination (February/ March 2021)

Academic Year 2020/2021

BBA 4102 – Supply Chain and Logistics Management Duration: Three hours

The Question Paper contains Six (06) questions.

Answer only Five (05) questions.

(1).

(I.) Explain the characteristics of both push-based supply chain and pull-based supply chain.

(06 Marks)

(II.) Define Agility and explain the seven basic principles related to the creation of an agile supply chain.

(08 Marks)

[Total 14 Marks]

(2).

(I.) Define supply chain vulnerability and briefly explain why modern supply chains have become more vulnerable.

(06 Marks)

(II.) Supply chain complexity does not mean complicated, but rather it describes a condition of inter-connectedness and inter-dependence across a network. Briefly explain the sources of supply chain complexity.

(08 Marks)

[Total 14 Marks]

**(3).**

(I.) Explain the main sources of supply chain risk.

(05 Marks)

(II.) Discuss the main global logistics strategies by explaining benefits and problems related to the implementation of those strategies.

(09 Marks)

[Total 14 Marks]

**(4).**

(I.) Explain the role of an information system in logistics functions of an organization.

(07 Marks)

(II.) Discuss the major business transformations relevant to managing the supply chain as a network.

(07 Marks)

[Total 14 Marks]

**(5).**

(I.) A good customer service benefits the business as it will eventually produce satisfied customers. Briefly explain the elements of customer service in a business.

(06 Marks)

(II.) Discuss the problems with conventional organization which hamper the successful implementation of integrated logistics management.

(08 Marks)

[Total 14 Marks]

**(6).**

Briefly explain the following.

(I.) Lead-time gap

(II.) Bullwhip effect

(III.) De-coupling point (Demand penetration point)

(IV.) Offshore sourcing

(V.) Supply chain resilience

(VI.) Cause and effect analysis (Root cause analysis)

(VII.) Supply chain fulcrum

[02 Marks\*7 = Total 14 Marks]

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