



**UNIVERSITY OF RUHUNA**  
**FACULTY OF MANAGEMENT AND FINANCE**

No. of Pages : 02  
No. of Questions: 06  
Total Marks : 70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

4000 LEVEL FIRST SEMESTER END EXAMINATION- AUG/SEP 2025

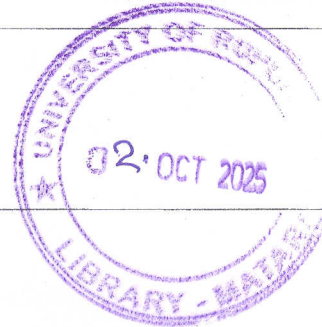
*Three Hours*

**BBA 41013 - Logistics and Supply Chain Management**

Academic Year 2024/2025

**Instructions**

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



**Question 01**

- i. Explain the three (03) major decision phases in a supply chain. (06 Marks)
  - ii. Discuss how demand uncertainty and economies of scale affect the choice between push and pull based supply chain processes. (08 Marks)
- [Total 14 Marks]

**Question 02**

- i. Briefly explain what is meant by lead-time gap and discuss how it can be reduced? (06 Marks)
  - ii. Explain four major characteristics of an agile supply chain. (08 Marks)
- [Total 14 Marks]

**Question 03**

- i. "Total cost of ownership goes beyond initial purchase price". Discuss the above statement by applying iceberg effect theory and provide a suitable example to justify your answer. (06 Marks)
  - ii. Briefly explain customer profitability matrix and discuss the strategic decisions need to be taken under each quadrant. (08 Marks)
- [Total 14 Marks]

**Question 04**

- i. Many businesses are restructuring their business operations by converting vertical organization to horizontal organization to boost responsiveness in a highly competitive market. Briefly explain three (03) characteristics that are possessed by horizontal organizations.

(06 Marks)

- ii. Complexity in a supply chain can arise from number of sources. Explain four (4) sources of complexities face by supply chain managers.

(08 Marks)

**[Total 14 Marks]**

**Question 05**

- i. There are three (03) global logistics strategies, namely Focused Factories, Focused Inventory and Postponement strategy. Explain Focused Factory strategy by highlighting its advantages and disadvantages.

(06 Marks)

- ii. "Many of companies have made offshoring decisions, but the problem is true cost of offshoring decisions are often greater than originally though". Discuss the above statement.

(08 Marks)

**[Total 14 Marks]**

**Question 06**

Briefly explain the following.

- i. Dyadic Performance Measurement System
- ii. Decoupling Point
- iii. Le-agile Hybrid Strategy
- iv. Cross-docking
- v. The Supply Chain Fulcrum
- vi. Supplier Risk
- vii. Third Party Logistics Provider (3PL)

**[02 Marks \* 7 = Total 14 Marks]**

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