



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 4102 - Supply Chain and Logistics Management (Old Syl) 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. Explain the three major types of wastes (3Ms) that are required to be reduced to achieve waste elimination.
(06 Marks)
- ii. "Inventory merely hides the problems". Discuss the above statement based on Japanese philosophy related to investment in inventory.
(08 Marks)
[Total 14 Marks]

Question 04

- i. Briefly explain the basic principles of Lean. (06 Marks)
- ii. Explain the four pillars (4Rs) of supply chain excellence. (08 Marks)

[Total 14 Marks]

Question 05

- i. 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. Bullwhip Effect
- vii. Third Party Logistics Provider (3PL)

[02 Marks * 7 = Total 14 Marks]
