

QP CODE: 25047535



Reg No :
Name :

M.Com DEGREE (CSS) EXAMINATION, NOVEMBER 2025

Third Semester

M.COM MARKETING AND INTERNATIONAL BUSINESS

**ELECTIVE - CM810301 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT
(MARKETING AND INTERNATIONAL BUSINESS)**

2019 ADMISSION ONWARDS

08F52BDA

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. What is total cost concept in logistics?
2. What is logistics information system flow?
3. Write a short note on the need for logistics demand forecasting.
4. What is total transportation costs ?
5. What is Transportation management?
6. What is micro mobility transportation?
7. What is internal Supply Chain Management ?
8. What is inventory ?
9. State any two quantitative performance measures.
10. What is 4PL?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Explain the advantages of logistics management.
12. Explain the need of logistics information system flow.
13. Explain the various components of forecast unit.
14. What are the different types of multi modal Transportation?





15. Consider the purchase of a bottle of cold drink at a convenience store . Describe the various stages in Supply chain Management.
16. Explain the importance of barcoding in packaging and warehousing.
17. Explain the causes and impact of Bullwhip Effect.
18. Explain the benefits of reverse supply chain.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. What is multi modal Transport document? Explain its contents.
20. Explain pull strategy in supply chain management.
21. Define warehousing and explain the role and functions of warehousing.
22. Explain the effect of IT in Supply Chain .

(2×5=10 weightage)

