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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

BBA

SEM: IV - THEORY EXAMINATION (2025 - 2026)

Subject: Introduction to Logistics and Supply Chain Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- | | | |
|-------|--|---|
| (1.1) | Identify the cost related to storing goods. (CO1, K1) | 1 |
| (a) | Storage cost | |
| (b) | Legal cost | |
| (c) | Design cost | |
| (d) | Training cost | |
| (1.2) | Choose the best supply chain strategy for customized products. (CO2, K1) | 1 |
| (a) | Made-to-stock | |
| (b) | Build-to-order | |
| (c) | Random supply | |
| (d) | No supply chain | |
| (1.3) | Choose a challenge in maintaining strategic fit. (CO3, K1) | 1 |
| (a) | Fixed demand | |
| (b) | Stable market | |
| (c) | No competition | |
| (d) | Changing customer needs | |
| (1.4) | Select the best transport choice for low-cost bulk movement. (CO4, K1) | 1 |
| (a) | Rail or sea transport | |
| (b) | Air express | |
| (c) | Bike delivery | |
| (d) | Hand delivery | |
| (1.5) | Identify the benefit of benchmarking. (CO5, K1) | 1 |

- (a) More delay
- (b) Better performance comparison
- (c) No improvement
- (d) Less clarity

2. Attempt all parts:-

- | | | |
|-------|---|---|
| (2.1) | Mention two benefits of logistics cost control. (CO1, K2) | 2 |
| (2.2) | Mention two stakeholders in a supply chain. (CO2, K2) | 2 |
| (2.3) | Define retailer-supplier partnership. (CO3, K2) | 2 |
| (2.4) | Explain advantages of air transport. (CO4, K2) | 2 |
| (2.5) | Define responsiveness in supply chain. (CO5, K2) | 2 |

SECTION-B

15

3. Answer any three of the following:-

- | | | |
|-------|--|---|
| (3.1) | Explain the impact of poor logistics management on business. (CO1, K2) | 5 |
| (3.2) | Describe uncertainty and risk in supply chain. (CO2, K2) | 5 |
| (3.3) | Discuss the role of supply chain decisions in competitive advantage. (CO3, K2) | 5 |
| (3.4) | Explain the role of cost, speed, and reliability in transport decisions. (CO4, K2) | 5 |
| (3.5) | Explain the role of data in performance measurement. (CO5, K2) | 5 |

SECTION-C

30

4. Answer any one of the following:-

- | | | |
|-------|--|---|
| (4.1) | Discuss logistics cost elements with suitable examples. (CO1, K2) | 6 |
| (4.2) | Analyze the impact of logistics management on customer satisfaction. (CO1, K3) | 6 |

5. Answer any one of the following:-

- | | | |
|-------|---|---|
| (5.1) | Discuss the functions performed by suppliers, manufacturers, distributors, and retailers. (CO2, K2) | 6 |
| (5.2) | Apply build-to-order strategy to a customized product business. (CO2, K3) | 6 |

6. Answer any one of the following:-

- | | | |
|-------|---|---|
| (6.1) | Apply make or buy decision to a manufacturing company. (CO3, K3) | 6 |
| (6.2) | Explain the framework for forming a strategic alliance. (CO3, K2) | 6 |

7. Answer any one of the following:-

- | | | |
|-------|---|---|
| (7.1) | Discuss characteristics of shipping transport in international logistics. (CO4, K2) | 6 |
| (7.2) | Explain types of ships and their uses in cargo transportation. (CO4, K2) | 6 |

8. Answer any one of the following:-

- | | | |
|-------|---|---|
| (8.1) | Define benchmarking. Explain benchmarking as a tool for improving supply chain performance. (CO5, K2) | 6 |
| (8.2) | Develop five KPIs for measuring transportation performance with suitable examples. (CO5, K6) | 6 |