



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

TIME: 3 Hrs

COM/CME 2437 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

MARKS: 75

Answer any FIVE of the following.

(5 X 15=75)

1. Elaborate the elements of customer service.
2. Discuss the importance of forecasting in a supply chain.
3. Explain the warehousing and storage management.
4. Describe the scope of supply chain management.
5. Assess the role of managers in supply chain.
6. Enumerate bullwhip effect.
7. Overview of SCOR model.
