

**B B A DEGREE END SEMESTER EXAMINATION - MARCH 2026****SEMESTER 6: BUSINESS ANALYTICS****COURSE: 23U6CRBBA20: SUPPLY CHAIN MANAGEMENT***(For Regular 2023 Admission)*

Time: Three Hours

Max. Marks: 60

**PART A****Answer All (1 mark each)**

1. Define Cold Chain Logistics.
2. What is a Distribution Center (DC)?
3. What is meant by lead time variability?
4. State one use of RFID in warehouse operations.
5. Name one Indian B2B supply chain platform.
6. What is build-to-order production?
7. State the meaning of demand shaping.
8. Name a global company known for supply chain automation.

**(1x 8 = 8)****PART B****Answer any 6 (2 marks each)**

9. Why do FMCG companies like HUL or Nestlé require high forecast accuracy?
10. Explain one impact of AI-powered demand sensing on inventory levels in modern retail.
11. Why is temperature integrity critical in vaccine distribution?
12. How does Zomato/Swiggy handle delivery assignment to minimize rider idle time?
13. State two benefits of RFID-enabled inventory tracking in apparel retailing.
14. What is predictive maintenance, and how does it support logistics fleet uptime?
15. Explain how Maersk benefits from global containerization standards.
16. Why is dual sourcing common in automotive supply chains?

**(2 x 6 = 12)****PART C****Answer any 4 (5 marks each)**

17. Discuss how Tesla's vertically integrated Gigafactory model affects battery supply chains, cost control, and sustainability.
18. Explain how Apollo Pharmacy/MedPlus ensure medicine availability using regional hubs, temperature control, and replenishment cycles.
19. Analyze the role of RFID + POS data in improving Zara's inventory visibility across stores.
20. Examine how ITC Agri Business uses supply chain integration to support farmers through procurement, storage, and export.

21. Evaluate how UPS & FedEx use routing algorithms, air cargo networks, and consolidation to reduce delivery times globally.
22. Discuss challenges faced by Swiggy Instamart in balancing SKU breadth, dark store efficiency, and on-time delivery.

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Compare how BMW and Toyota configure automotive supply chains in terms of platform sharing, supplier networks, risk management, and localization.
24. Design a full cold chain for distributing seafood from Kochi to Japan, covering harvesting, blast freezing, containerization, customs, air/sea routing, and traceability technologies.
25. Assess how AI/ML + Blockchain could reduce fraud, shortages, and counterfeits in global pharmaceutical supply networks.
26. Examine how Reliance Retail + JioMart integrate omnichannel retail, warehousing, and delivery logistics to compete with global retailers in India.

**(10 x 2 = 20)**