Reg. No.															

Question Paper Code	14423

B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2026

Fourth Semester

Electrical and Electronics Engineering

(Common Electronics Instrumentation and Control Engineering and Electronics and Instrumentation Engineering)

24MGOE901 - FUNDAMENTALS OF SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Regulations - 2024

Duration: 3 Hours | Max. Marks: 100

PART – A (i) (MCQ)
(16 × 1 = 16 Marks)
Answer ALL Questions

		Marks	*K – Level*	*CO*
1.	The primary objective of logistics is_____. a) Increasing production b) Efficient movement of goods c) Reducing employee count d) Advertising products	*1*	*K1*	*CO1*
2.	Which is NOT one of the 7 Rights of Logistics? a) Right Product b) Right Cost c) Right Advertisement d) Right Time	*1*	*K1*	*CO1*
3.	Reverse logistics deals with: a) Exporting goods b) Financial accounting c) Manufacturing products d) Returning products	*1*	*K1*	*CO1*
4.	Which method helps reduce transportation cost? a) Poor routing b) Route optimization c) Excess inventory d) Manual tracking	*1*	*K1*	*CO2*
5.	Which technology is commonly used for tracking goods? a) RFID b) CAD c) CAM d) AI Search	*1*	*K1*	*CO2*
6.	Inventory carrying cost includes: a) Advertising expenses b) Recruitment expenses c) Storage expenses d) Legal expenses	*1*	*K2*	*CO2*
7.	Which phase of customer service includes complaint handling? a) Pre-transaction b) Post-transaction c) E- Transaction d) Procurement	*1*	*K2*	*CO3*
8.	A major outsourcing challenge is: a) Better control b) Reduced dependency c) Lower expertise d) Data security risk	*1*	*K2*	*CO3*
9.	Which is NOT an element of customer service? a) Product availability b) Communication c) Transportation delay d) After-sales service	*1*	*K2*	*CO3*

10.	Which is a driving force of global logistics?		*1*	*K2*	*CO4*
	a) Reduced trade	b) Market isolation			
	c) Manual processing only	d) Technological advancement			
11.	Which transportation mode is most economical for bulk international cargo?		*1*	*K3*	*CO4*
	a) Road	b) Water			
	c) Air	d) Rail			
12.	Distribution centers are examples of:		*1*	*K3*	*CO4*
	a) Activity centers	b) Financial institutions			
	c) Marketing agencies	d) Retail outlets only			
13.	IoT in SCM mainly enables:		*1*	*K3*	*CO5*
	a) Manual communication	b) Increased paperwork			
	c) Real-time monitoring	d) Offline storage only			
14.	Smart contracts are:		*1*	*K3*	*CO5*
	a) Paper agreements	b) Self-executing digital agreements			
	c) Manual legal contracts	d) Transport permits			
15.	IoT in logistics mainly helps in:		*1*	*K3*	*CO6*
	a) Manual reporting	b) Traditional accounting			
	c) Paper documentation	d) Real-time tracking			
16.	AI-based forecasting mainly improves:		*1*	*K3*	*CO6*
	a) Delivery delays	b) Forecast accuracy			
	c) Paper usage	d) Manual operations			

PART – A (ii) (Short Answer Questions)
(6 × 3 = 18 Marks)
Answer ALL Questions

17.	Identify the need and significance of Logistics Optimization.	*3*	*K3*	*CO1*
18.	Identify any three methods to reduce logistics cost.	*3*	*K3*	*CO2*
19.	Identify the phases of customer service.	*3*	*K3*	*CO3*
20.	Infer the Functions of 3PL providers	*3*	*K4*	*CO4*
21.	List any three applications of AI in logistics.	*3*	*K4*	*CO5*
22.	List the benefits of data integration in SCM.	*3*	*K4*	*CO6*

PART - B (Descriptive Answer Questions)
(6 × 11 = 66 Marks)
Answer ALL Questions

23.	a)	Illustrate the evolution of logistics and Supply Chain Management.	*11*	*K3*	*CO1*
		OR			
	b)	Illustrate the components of Supply Chain and Logistics Management.	*11*	*K3*	*CO1*
24.	a)	Analyze the various methods of cost saving and productivity improvement.	*11*	*K4*	*CO2*
		OR			
	b)	Examine how technology helps in reducing logistics cost and improving productivity. Provide suitable examples.	*11*	*K4*	*CO2*

25.	a)	An e-commerce company is losing repeat customers because of incorrect order deliveries and poor after-sales support. Identify the problem and suggest customer retention strategies.	*11*	*K3*	*CO3*
		OR			
	b)	A global company depends on overseas suppliers for raw materials. Identify the procurement challenges the company may face and suggest suitable solutions.	*11*	*K3*	*CO3*
26.	a)	A multinational company is expanding its operations globally. Identify the strategic issues it should consider in managing global logistics and supply chain activities.	*11*	*K3*	*CO4*
		OR			
	b)	A global logistics firm is facing intense competition in the logistics market. Illustrate the factors influencing logistics competition and suggest strategies for improving competitiveness.	*11*	*K3*	*CO4*
27.	a)	A retail company faces inventory shortages and delivery delays due to poor information flow. Identify how Information Technology can improve logistics and supply chain performance.	*11*	*K3*	*CO5*
		OR			
	b)	An e-commerce company wants to redesign its supply chain network to reduce transportation costs and improve delivery speed. Organize the importance of network design and planning in SCM.	*11*	*K3*	*CO5*
28.	a)	Examine how supply chain digitization and data integration can improve efficiency. Provide examples.	*11*	*K4*	*CO6*
		OR			
	b)	Analyze the features, benefits and implementation challenges of Smart S&OP in modern supply chains.	*11*	*K4*	*CO6*