

Roll No.

Total Pages : 3

250404

May, 2019

MBA - IV SEMESTER

Logistics Management (MBA/SCM211)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) What is channel design? (1.5)
- (b) Write down the importance of air transportation. (1.5)
- (c) What is industrial packaging? (1.5)
- (d) What is Logistic audit? (1.5)
- (e) Explain in brief "Containerization". (1.5)
- (f) What are elements of physical distribution? (1.5)

250404/60/111/147

[P.T.O.
1/6

- (g) What are the benefits offered by channel members? (1.5)
- (h) Explain the term Vehicle routing. (1.5)
- (i) Write down the importance of ocean transportation. (1.5)
- (j) What is logistic outsourcing? (1.5)

PART-B

- 2. (a) Explain the functions and objectives of Logistic management. (8)
- (b) Explain the factors involved in creating distribution channels. (7)
- 3. (a) What are the phases of Logistic development? Explain in detail. (10)
- (b) Write the short notes on third and fourth party logistic. (5)
- 4. (a) Explain the need, characteristics and design of Logistic information systems. (10)
- (b) Discuss the importance of intermodal operators and transport economics. (5)

- 5. (a) Explain the need, levels and dimensions of performance measurement. (10)
- (b) Explain internal and external performance measurement. (5)
- 6. (a) What is 'global logistics'? Discuss the operational and strategic issues related to Global logistics. (10)
- (b) Discuss the scope and design of reverse logistic. (5)
- 7. Write the short notes on :
 - (a) Concept of green Logistic;
 - (b) E-Logistic;
 - (c) Importance of infrastructure and networks for transportation. (15)