

(FOR THE CANDIDATES ADMITTED

22UIB409

DURING THE ACADEMIC YEAR 2022 ONLY)**REG.NO. :****N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI****END-OF-SEMESTER EXAMINATIONS: MAY-2024****B.Com-IB (SF)****MAXIMUM MARKS: 50****SEMESTER - IV****TIME : 3 HOURS****PART – III**
22UIB409 - LOGISTICS MANAGEMENT**SECTION – A****(10 X 1 = 10 MARKS)****ANSWER THE FOLLOWING QUESTIONS.**

(K1)

1. Consumers see the product as _____.
 (a) Bundles of benefits
 (b) Complex bundles of benefits that satisfy their needs.
 (c) Tangible goods
 (d) Traditional goods
2. Integrated Logistics Systems include_____
 (a) Materials Management
 (b) Material flow systems
 (c) Physical distribution supported by information technology
 (d) Marketing Management
3. Which of the following can result by maintaining a large inventory?
 (a) Quantity discounts obtained on larger orders
 (b) Low investment costs
 (c) High transportation charge
 (d) Difficulty with control and handling
4. What is the term for managing the flow of products from warehouses to end customers?
 (a) Order processing
 (b) Inventory management
 (c) Distribution
 (b) Reverse logistics.
5. Transportation creates _____utility
 (a) time.
 (b) place.
 (c) form.
 (d) storage.

(CONT...2)

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define “Logistics”.
7. Does the firm lose out on business when items are out of stock?
8. What do you mean by warehouse?
9. What is the intermodal mode of transportation?
10. What is Order cycle time?

SECTION – B**(5 X 3 = 15 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) What are the objectives of logistics?
(OR)
b) Illustrate the Risks associated in Outsourcing Logistics.
12. a) Mention the significance of order processing.
(OR)
b) How to effectively manage order processing?
13. a) List the different functions of Warehousing.
(OR)
b) What do you mean by warehouse layout with reference to warehouse management?
14. a) What are the functions of packaging?
(OR)
b) What are the economic and service benefits of warehousing?

15. a) Write a note on the skills that the people working in the Customer Service department should possess.
(OR)
b) How do you measure logistics service quality?

SECTION – C**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4 (Or) K5)**

16. a) Explain the importance of logistics in an organization
(OR)
b) Explain the various elements of Logistics.
17. a) Discuss the functions of order processing.
(OR)
b) Explain the significance of inventory in logistics management.
18. a) Describe the functions of a public warehouse.
(OR)
b) Explain the differences between a public warehouse and a private warehouse.
19. a) Discuss the different modes of transportation in global logistics.
(OR)
b) Explain the factors determining the selection of modes of transportation.
20. a) Discuss in brief the Characteristics of Good Customer Service.
(OR)
b) Explain the dimensions of service quality.