

(FOR THE CANDIDATES ADMITTED

20UIB413

DURING THE ACADEMIC YEAR 2020 ONLY)

REG.NO

NGM COLLEGE (AUTONOMOUS) POLLACHI

END-OF-SEMESTER EXAMINATIONS: JULY-2022

B.COM -IB

MAXIMUM MARKS: 70

IV SEMESTER

TIME: 3 HOURS

**PART-III**

**LOGISTICS MANAGEMENT**

**SECTION – A**

**(10 X1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS**

**MULTIPLE CHOICE QUESTIONS**

**(K1)**

1. Business logistics is the \_\_\_\_\_ of all move-store activities that facilitate product flow from the point of raw material acquisition to the point of final consumption.  
a) Planning  
b) organizing  
c) Controlling  
d) a+b+c
2. The strategic component of Logistical Mission is to\_\_\_\_\_  
a) Reflect the vision of top management  
b) Deal with basic services required for delivering goods  
c) refers to the value added services offered  
d) reflects the ability of the firm to explore the market
3. Name the Inter modal transportation which combines air\_\_\_\_\_  
a) Birdy Back  
b) Fishy Back  
c) COF  
d) Stevedores
4. Which of the following document is associated with warehouse?  
a) Delivery order  
b) Warehouse Warrant  
c) Supply order  
d) Invoice
5. Competitive advantage can be created and achieved by logistical managers by \_\_\_\_\_  
a) Cost advantage  
b) Quality  
c) Value advantage  
d) Cost and value advantage

**ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES**

**(K2)**

6. Define the concept of Value Chain.
7. Why is Customer Service Capability important in Logistics?
8. Indicate the importance of order processing.
9. Illustrate the concept of strategic storage.
10. Narrate the elements of transportation cost.

**(CONTD...2)**

**SECTION – B****(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Point out the objectives of logistics briefly.  
(OR)  
b) Examine the role of logistics in business profitability
12. a) Illustrate the various measures ensuring the availability of stock.  
(OR)  
b) Describe the need for customer service highlighting its dimensions.
13. a) Classify the different types of inventory as a strategic resource.  
(OR)  
b) Comment on the various elements of inventory cost.
14. a) Outline the documents used in public warehouse.  
(OR)  
b) Identify the three approaches to Warehouse Management.
15. a) Elaborate the packing challenges at the warehouse.  
(OR)  
b) Assess how routing and scheduling helps in optimizing production?

**SECTION - C****(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Q.NO: 17 TO 21 )****(K4) OR (K5)**

16. Evaluate the objectives of marketing logistics system? Explain them
17. Elucidate the differences between customer service and customer support and explain how important they are for a logistics industry.
18. Discuss the challenges in order fulfillment and suggest measures to overcome those challenges.
19. Enumerate the factors affecting the warehouse layout and explain how important they are when it comes to effective storage.
20. Describe the types of protective packaging that helps shipping smoothly.
21. Examine the essentials of a good multimodal transport system and suggest measures to improve it.