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Roll No.

BBA-405

B. B. A. (FOURTH SEMESTER)

MID SEMESTER

EXAMINATION, April, 2023

LOGISTICS AND SUPPLY CHAIN

MANAGEMENT

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each sub-question carries 10 marks.

1. (a) Define logistics management. Also discuss its features. (CO1)

OR

(b) Explain the growing importance of logistics in India. (CO1)

2. (a) Discover how logistics and marketing are interdependent on each other ? Explain with the help of suitable example. (CO2)

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(2)

OR

(b) Examine the concept of international logistics management. What are the objectives of international logistics management ? (CO2)

3. (a) Classify the different types of warehouses. (CO3)

OR

(b) Conclude the nature and scope storage, warehouse and distribution centers. (CO3)

4. (a) Evaluate the importance and objectives of logistic system analysis and design. (CO4)

OR

(b) Justify the importance of warehouse management and its elements with the help of one example from the industry. (CO4)

5. (a) Write a short note on logistics management and its scope and objectives. (CO5)

OR

(b) Design the factor affecting the choice of warehouse facility. (CO5)

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