

Roll No.....

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BBA/M-15

LOGISTICS MANAGEMENT

Paper-BBA-310

Time allowed: 3 hours]

[Maximum marks: 80

Note: Attempt **Five** questions in all. Question No.1 is compulsory. All Questions carry equal Marks.

Compulsory Question

1. Explain the following:
 - (a) Zerolevel channels
 - (b) Order processing cost
 - (c) Public Warehouse
 - (d) Pre-transaction customer service
 - (e) Material handling
 - (f) RFID and Bar coding.
2. Why is logistics management looked upon as a system? Explain with the help of examples.
3. Does customer service begin before the transaction and end with the transaction? Give reasons in support of your answer.
4. Explain various steps in order processing. How is order processing an indicator of the efficiency of a logistics system?
5. What are various types of warehouses used in logistics? Explain their merits and demerits.
6. How does efficient packing help in improving the efficiency of logistics? Explain with the help of suitable examples.
7. What is Inventory? Explain its role and types. How can a Manager reduce the inventory in the organizations?
8. How has information technology helped in smooth flow of goods in logistics network?