

BBA/M-14
LOGISTICS MANAGEMENT
Paper: BBA-310

Time: Three Hours]

[Max. Marks:

Reappear: 90

Regular: 80

Note: Attempt five questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. Compulsory Question

Explain the following:

- (a) Multiple Level Channels.
- (b) Warehousing Cost.
- (c) Bonded Warehouse.
- (d) Logistics Information Systems.
- (e) Physical Distribution.
- (f) Product Packaging.

- 2. Explain the 'Total Cost Concept' in Logistics management. How does it help in decision -making on various issues related to Logistics ?
- 3. Explain, with the help of examples, how firms provide customer service to their customers.
- 4. Assume that you are the Store manager of ABC Ltd. and you receive an order to send the product to a dealer. Explain various steps in order processing.
- 5. What are the various types of warehouses used by business? Explain their merits and demerits.
- 6. In order to transport the goods, what modes are available to you? How will you choose the mode of transportation?
- 7. How can a Store Manager control the Inventory costs?
- 8. How has Information technology helped in smooth flow of goods in logistics network?
- 9. Write short notes on any two:
 - (a) Packing Costs.

(b) Transportation Networks.

(c) Customer Service.