

Punjab Technical University
BBA Examination 2007-2008

BBA – Semester 3rd LOGISTIC MANAGEMENT 2008

Time: Three Hours Max Marks:75

Note: Part A consists of Fifteen (15) questions and is compulsory. Attempt any nine (9) questions from part B.

Part A (15x2=30)

1. Write short notes on the following:

- (i) Distinguish between logistics and Inventory.
- (ii) Differentiate between packaging and containerization.
- (iii) Do you think efficient logistics management can help marketers to minimize costs?
- (iv) What care should be taken while routing logistics?
- (v) Which factors are considered while warehouses location is decided?
- (vi) What are the pre-requisites of warehouses designing where perishable products or goods are stored?
- (vii) What are the benefits packaging provides to the products or goods?
- (viii) Do you think e-procurement /supply chain Management (SCM) has helped business world to minimize lead time and costs?
- (ix) What is “Fragile, Handle with care”?
- (x) Define Logistic Information System.
- (xi) What are the different modes of transportation are available in India?

Part B (9x5=45)

2. Explain the scope of logistic management in India context?
3. What are the basic functions of logistic Management?
4. What are different channel (marketing intermediaries) are used by the business units to contribute their products?
5. Explain the concept of LIFO and FILO?
6. How right physical distribution of logistics can help minimizing costs and lead time?
7. What is kept in mind while designing the outlay of warehouses?
8. Explain different kinds of containers used to mobilize logistics.
9. What is the role communication , plays in logistics management?
10. What are the various techniques used in material handling?
11. Justify the statement ,A customer is satisfied if the consignment is delievered on time”.
12. Explain different kinds of costs that a product bears.
13. Explain ‘Shortest possible Route’ in the context of solving transportation problems.