

Punjab Technical University
BBA Examination 2006-2007

BBA (303) (Old) (Semester. - 3rd) LOGISTIC MANAGEMENT 2007

Time : 03 Hours Maximum Marks : 75

Instruction to Candidates:

1) Section - A is Compulsory.

2) Attempt any Nine questions from Section - B.

Section – A - (15 x 2 = 30)

Q1)

- a) Define logistics functions.
 - b) What is EOQ?
 - c) What is meant by location analysis?
 - d) What do you mean by order processing?
 - e) Differentiate between public warehouse and private warehouse.
 - f) How does air transport help to exploit markets?
 - g) List the important material handling equipments.
 - h) List some of the auxiliary packaging materials.
 - i) What are out of stock costs?
 - j) What are different elements of customer service?
 - k) Draw a flowchart of a logistics information system.
 - l) What are multipurpose nodal points?
 - m) What is meant by inter modal transportation?
 - n) Write short note on containerization.
 - o) What do you mean by term routing?
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Section – B - (9 x 5 = 45)

- Q2) What is meant by physical distribution system? Discuss the major activities involved in physical distribution system.
- Q3) Explain the main systems of inventory control recommended for a very large manufacturing organization.
- Q4) Describe any two warehouse location techniques and discuss their merits and demerits.
- Q5) What is packaging? What should be the objective of an adequate packaging system?
- Q6) Explain the concept on minimum total cost and maximum customer service.
- Q7) Explain in detail the costs that we have to consider while managing the inventory. How is each of this calculated?
- Q8) Explain material handling system of an organization. What factors should be kept in mind in designing an effective material handling system?
- Q9) What is logistics information system? Discuss the significance of information system in logistics.
- Q10) What are the major factors to be taken into account to make a choice between road, rail, sea and air transport?

Q11)What is a nodal point? How nodal point distribution system can be made more efficient and economical?

Q12)When would you recommend a centralized logistics system for a company and why? Compare informal logistical system with a formal one.

Q13)What is integrated logistics? What are the characteristics of an integrated logistics?