

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code : 10132

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2021.

Elective

BA 5025 – LOGISTICS MANAGEMENT

(Regulations 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define logistics.
2. Write any two functions of logistics.
3. State any two benefits of logistics outsourcing.
4. What is role of logistics?
5. Define the concept of containerization.
6. State any two difference between consumer and industrial packaging.
7. Define logistics audit.
8. What is the purpose of performance measurement?
9. State the role of logistics information system?
10. Define green logistics.

PART B — (5 × 13 = 65 marks)

11. (a) Explain with few illustrations the concept of extending value added logistics services. (13)

Or

- (b) Discuss the various service phases and attributes in customer value chain. (13)

12. (a) Describe the role of channel members in distribution process. (13)

Or

(b) Explain why outsourcing is a safe business proposition. (13)

13. (a) What are the different modes of transportation? Discuss their characteristics. (13)

Or

(b) Explain the following

(i) Factors contribute to the growth of container traffic (6)

(ii) Objectives of logistical packaging. (7)

14. (a) Discuss the various areas of logistics audit in detail. (13)

Or

(b) Describe the internal and external performance measurement perspectives in detail. (13)

15. (a) Describe the desired characteristics of logistics information system and its importance. (13)

Or

(b) Discuss the various design considerations for a reverse logistics system. (13)

PART C — (1 × 15 = 15 marks)

16. (a) "Fourth party logistics is the extension of third party logistics with value addition". Comment. (15)

Or

(b) "Reverse logistics competency is a result of worldwide attention to environmental concern". Support your answers with illustrations. (15)