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Question Paper Code : 70126

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2022.

Elective

BA 5025 — LOGISTICS MANAGEMENT

(Regulations 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is customer service?
2. What is logistics management?
3. What do you understand by outsourcing logistics?
4. What do you understand by value proposition?
5. What are the functions of packaging?
6. In what ways transportation system creates value?
7. What is Performance Measurements in Logistics?
8. What are the key performance indicators in Logistics?
9. What do you understand distribution operations?
10. Define Reverse Logistics.

PART B — (5 × 13 = 65 marks)

11. (a) Write the objectives of logistics. Describe the importance of corporate strategy to logistics. (13)

Or

- (b) Describe customer value chain. Explain the role of logistics in competitive strategy. (13)

12. (a) Describe the role of logistics in the distribution channel of an organization. (13)

Or

- (b) Describe the various levels of outsourcing and outsourcing logistics its advantages and disadvantages. (13)

13. (a) Describe the concept of transportation and compare the different modes of transportation. Add note on the key benefits of efficient transportation in companies. (13)

Or

- (b) Explain the design consideration of packaging with example. Write the different materials used in packaging for logistics. Discuss their relative merits and demerits. (13)

14. (a) Write the various objectives of the performance measurements and the benefits of performance measurement system. (13)

Or

- (b) Why Logistics Audit is important. Explain the concept of Logistics Audit. (13)

15. (a) Describe the role of information in logistics management and explain the Logical Information System. (13)

Or

- (b) What is the difference between reverse and forward logistics? Explain the concept of reverse logistics with examples. (13)

PART C — (1 × 15 = 15 marks)

16. (a) Discuss about the operational logistical information system and explain the barriers present in global logistics. (15)

Or

- (b) Explain the Green Logistics and its benefits. (15)