

RollNo.....

TotalPages:3

BBA/M-20

10518

Logistics Management

Paper - BBA-310

Time allowed : 3 Hours

Maximum Marks : 80

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

Compulsory Question

1. Answer the following short type questions :

- (i) Define Inbound logistics.
- (ii) What is Customer Relationship Management ?
- (iii) What is Supply Chain ?
- (iv) State benefits of purchase order processing.

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- (v) Warehousing creates utility comment.
- (vi) State the importance of product packaging.
2. Explain the meaning and elements of logistics. Also explain the coordination function of logistics.
3. Explain the objective and components of logistics management.
4. Explain the meaning and components of customer service. Suggest some measures for ensuring good customer service in an organisation.
5. Explain the meaning, components and objectives of Supply Chain Management.
6. Explain the need for warehousing. Also discuss different types warehouses.

7. Critically examine different modes / types of transportation. Which mode is used the most in international trade. Give reasons also.
8. Write a detailed note on role of technology in logistics.

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