

(FOR THE CANDIDATES ADMITTED

23UIB306

DURING THE ACADEMIC YEAR 20 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2024

BCOM IB(SF)

MAXIMUM MARKS: 75

SEMESTER-III

TIME : 3 HOURS

PART - III

23UIB306-LOGISTICS MANAGEMENT

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Logistics is primarily concerned with _____
 - A) The efficient and effective flow of goods and services.
 - B) The marketing of products to consumers.
 - C) The financial management of a business.
 - D) The human resource management of a company.
2. What is the primary purpose of inventory management?
 - A. To maximize profits
 - B. To ensure product availability
 - C. To minimize costs
 - D. To reduce waste
3. _____ involves the effective planning, control, and coordination of all activities related to the storage and handling of goods within a warehouse
 - A. Warehouse.
 - B. Warehouse Management.
 - C. Warehouse Layout
 - D. Warehouse Design
4. What is the primary function of protective packaging?
 - A. To enhance product aesthetics
 - B. To facilitate transportation
 - C. To protect the product from damage during handling and storage
 - D. To reduce production costs
5. Which of the following is a commonly used measure to ensure the availability of stock?
 - A. Lead Time
 - B. Order Accuracy
 - C. Customer Satisfaction Surveys
 - D. Inventory Turnover Rate

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is Logistics Mix?
7. Define Order Processing
8. What is Warehouse?
9. Outline the concepts Blocking and Bracing
10. What do you mean by Value-Added Services.

Ethical paper

(CONT...2)

SECTION – B**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K3)**

11. a) Compare the differences between logistics and transportation.
(OR)
b) Show how the globalization impacted the field of logistics.
12. a) List the Elements of order processing.
(OR)
b) Describe the functions of order processing.
13. a) Explain the benefits of Warehouse.
(OR)
b) Interpret the Design and Layout of the warehouse
14. a) How do protective packaging concepts ensure the safety of goods during transportation?
(OR)
b)List the functions of Logistics.
15. a) Describe the key elements of customer service:
(OR)
b) Measuring service quality can influence business performance and customer satisfaction-Justify.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4 (Or) K5)**

16. a) Analyze the role of logistics in achieving the competitive advantage for a company
(OR)
b) Outline the Objectives of Logistics.
17. a) Analyze the key steps involved in the order processing cycle.
(OR)
b) Examine the importance of inventory management in a business.
18. a) Appraise the Functions of a Warehouse
(OR)
b) Interpret the key factors to consider when designing a warehouse layout.
19. a) Discuss the primary forms of protective packaging, and how do they address common packaging problems?
(OR)
b) Evaluate the factors influencing the selection of transportation modes and how these factors affect decision-making.
20. a) Analyze the dimensions of customer service and their impact on customer perceptions of service quality.
(OR)
b) Discuss the various measures that can be implemented to ensure the availability of stock and their effectiveness.
