

2022

B. Voc. (Logistic Management)

First Semester

Paper-LEM-103: Introduction to Logistics Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) 'The efficiency and effectiveness of the distribution channel is the function of the proper logistic programme'. Explain in brief.
 - b) Lean Strategy Vs. Agile Strategy
 - c) 'Specialization leads to strategic benefits'. Justify.
 - d) 'Logistics is the key to success of the supply chain of a business firm'. Explain.
 - e) What exactly is meant by implementing logistics strategy?
 - f) How is logistics used for gaining competitive advantages to deliver a superior customer service?
- (4x5)

UNIT – I

II. 'Management cannot measure the importance of logistics in terms of cost alone'. Logistical considerations have always played a strategic role in business'. Discuss.

(15)

III. If you are a marketing manager, how would you set out to use your superior physical distribution capacity to further your marketing objectives? Discuss this in relation to any business of your choice.

(15)

UNIT – II

IV. What do you mean by integrated logistics? Explain various types of flows incorporated in integrated logistics.

(15)

V. What are the process important in terms of managing logistics? Also explain various models of logistics.

(15)

P.T.O.

(2)

UNIT – III

- VI. What are logistics management strategies? What are the factors which demand due considerations before the choice of the logistics strategies. (15)
- VII. Elaborate the emerging trends in the field of logistics. (15)

UNIT – IV

- VIII. 'Fourth party logistics is an extension of third party logistics with value addition'. Comment. (15)
- IX. Customer service measures help in enhancing the effectiveness of the logical system in creating time and space utility of the product'. Explain. (15)

X-X-X