

1128

**B. Voc. (Logistic Management)
First Semester**

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. Answer any four of the following:-

- a) Briefly state the objectives of logistics.
- b) What is integrated logistics management?
- c) Describe various elements of logistics.
- d) What are various strategy options in logistics?
- e) Explain the concept of agile strategies.
- f) What is order cycle system?

(4x4)

UNIT – I

II. *"Logistics is not just any other function that can be ignored by online marketers, but instead is the blood running through the veins of the e-commerce industry".* Comment. (16)

III. If you did not consider logistics in the past and you just stay focused on marketing, you might be doing something extremely wrong. In the light of this statement, explain the interface between marketing and logistics. (16)

UNIT – II

IV. What are various models of logistics management? Explain the role played by these models in logistics management. (16)

V. Explain the term competitive advantage. How is competitive advantage achieved through effective logistics framework? (16)

UNIT – III

VI. *"Logistics strategy is the set of guiding principles, driving forces and ingrained attitudes that help to coordinate goals, plans and policies between partners across a given supply chain."* Comment. (16)

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(2)

- VII. Write a detailed note on the development and implementation of logistics strategy. What are the problems associated with implementation of logistics strategy? (16)

UNIT - IV

- VIII. Differentiate between third party and fourth party logistics. What are the key drivers for the growth of third and fourth party logistics? (16)
- IX. *"For the relationship to be long-term, a logistics service provider has to provide a service in line with the customers' expectations, leading to the appropriate level of customer satisfaction."* Comment. (16)

x-x-x