

1058

P.G. Diploma in Marketing Management

2<sup>nd</sup> Semester

DMM-108: Logistic Management

Time allowed: 3 Hours

Max. Marks: 70

**NOTE:** Attempt five questions in all, selecting atleast one question from each Unit.

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**UNIT - I**

- I. What is physical distribution? Discuss as to how an effective integration between the various marketing elements and distribution can be maintained. (14)
- II. Discuss the concept of logistics and its various components. What are the various activity centre of logistics system? How a company can keep a check on each of these activity centres? (14)

**UNIT - II**

- III. Discuss the various elements of a transport system. What are the various routing systems? Discuss the various pros and cons of each type of routing system. (14)
- IV. What are the various components of transport costing? Discuss the various non-transpiration costs. How an effective transportation administration can minimize these costs? (14)

**UNIT - III**

- V. Write short notes on the following: -  
(a) Transportation costs and pricing  
(b) Interstate tariffs and transportation costs (14)
- VI. What is inventory control? How economic order quantity helps in inventory control and checks inventory costs? (14)
- VII. What are the various types of warehouse? How effective use of appropriate warehouse can minimize logistics costs. Compare between Public Warehouses Vs. Private Warehouses. (14)

**UNIT - IV**

- VIII. What are the various costs related to order processing? Discuss the importance of effective order processing for customer service. (14)

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- IX. Discuss the various aspects of International distribution. Discuss the organizational set-up for international distribution. Discuss the need and importance of operational planning for effective physical distribution. (14)
- X. Write short notes on the following: -
- (a) New ideas in Packaging
  - (b) Physical distribution information centres (14)

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