

1057
P.G. Diploma in Marketing Management
2nd 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. Discuss the growing importance of logistics in India. (14)
- II. Write a note on the impediments to an effective customer service strategy. (14)
- III. Physical distribution has a special relationship to marketing. Why is this relationship so special? (14)

UNIT - II

- IV. Discuss the important documents required to perform transport movement. (14)
- V. Describe the role of transportation in physical distribution. (14)

UNIT - III

- VI. What is the logic for considering a warehouse as a “necessary evil”? (14)
- VII. Which factors should be taken into consideration while deciding material handling facility? (14)
- VIII. How does uncertainty in demand and lead time effect inventory levels? (14)

UNIT - IV

- IX. What benefits can be gained by a modular system of packaging? (14)
- X. How does order processing contribute in meeting committed delivery date and zero-defect delivery? (14)

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