

1056
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 at least one question from each unit. All questions carry equal marks.

UNIT-I

- I. What is logistics management? How it differs from Physical distribution? Explain the concept of interated logistics management.
- II. Write a detailed note on the relationship of logistics and marketing. Discuss integration between various marketing elements and the various components of logistics management.
- III. Write short notes on the following:
 - a) Significance of various elements of customer service.
 - b) Integrated logistics management.

UNIT-II

- IV. What is routing system? Discuss various pros and cons of various routing systems. What factors should be taken care while making transportation related decisions?
- V. Write short notes on the following:
 - a) Transportation Administration.
 - b) Transportation documentation and carrier liability.

UNIT-III

- VI.
 - a) What are the various components of an inventory system? Discuss the various costs related to inventory carrying.
 - b) What is economic order quantity? How economic order quantity is determined? What are the various management systems?
- VII. What are the various types of warehouse? Discuss the signification of warehouses for distribution and material handling. Explain the concept of bounded warehouse.

UNIT-IV

- VIII. What is order processing? Discuss its importance. Develop a flow chart for order processing for a restaurant.
- IX. Discuss the importance of packaging. What are the various costs related to product packaging? How packaging costs can be minimized?
- X. Write short notes on the following:
 - a) Physical distribution information centres.
 - b) Aspects of international distribution.