

2053
P.G. Diploma in Marketing Management
Second 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.

x-x-x

UNIT – I

- I. What do you understand by logistics? Explain the functions of logistics system. (14)
- II. What are the objectives of integrated logistics management? Explain the integration between market elements and distribution. (14)

UNIT - II

- III. Explain various types of transport facilities involved in logistics function. (14)
- IV. Explain transportation and non-transportation costs in relation to marketing function. Also discuss the pros and cons of various routing system. (14)
- V. Write a note on 'Documentation and Carrier liability'. (14)

UNIT – III

- VI. Explain economic order quantity under conditions of certainty and uncertainty. (14)
- VII. What do you understand by distribution warehousing? Discuss the basic considerations for location strategy. (14)
- VIII. Write notes on:-
 - a) Planning and distribution warehouse
 - b) Utility of company warehouse versus public warehouse (2x7)

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UNIT - IV

- IX. What is order processing? Describe a model for performance measurement. (14)
- X. a) What are the various costs related to product packaging? How packaging cost can be minimized?
- b) Discuss the various aspects of international distribution. (2x7)

x-x-x

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