

2072

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. Define logistics management? Discuss the impact of logistics on marketing. (14)
- II. Discuss the characteristics of integrated logistics. How integration between marketing elements and distribution network works. (14)

UNIT - II

- III. What do you meant by non-transportation costs? Explain different elements of a transport system in logistics management. (14)
- IV. Write short notes on:-
 - a) Documentation and carrier liability
 - b) Transportation rates and pricing inter-state tariffs (2x7)
- V. Describe the role of various routing system in logistics management in detail. (14)

UNIT - III

- VI. Explain how EOQ model helps under condition of certainty and uncertainty? (14)
- VII. Write short notes on:-
 - a) Distribution warehousing
 - b) Objectives of material handling (2x7)
- VIII. Discuss the utility of company warehouse versus public warehouse in logistics management. (14)

P.T.O.

UNIT - IV

- IX. Discuss the objectives for developing and implementing performance measurement systems. (14)
- X. a) What are the costs involved in packaging?
b) Describe physical distribution information centres (2x7)

x-x-x