

2071

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 mean by logistics management? Discuss its functions. (14)
- II. Define the concept of customer service. Explain integration between marketing elements and distribution network. (14)

UNIT - II

- III. Describe the role of transportation and physical distribution in logistics management. (14)
- IV. Discuss the prons and cons of various routing system in logistics management. (14)
- V. Explain the importance of documentation and carrier liabilities in logistics. (14)

UNIT – III

- VI. Explain which decision materials manger can make using EOQ model. State the benefits of EOQ model. (14)
- VII. Discuss various aspects of location techniques in supply chain management. (14)
- VIII. Write short notes on:-
a) Utility of company warehouse versus public warehouse
b) Material handling (2x7)

UNIT - IV

- IX. Describe a model for performance measurement. (14)
- X. a) How new ideas in packaging helps in logistic management?
b) Discuss various aspects of international distribution. (2x7)

x-x-x