

2055
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. All questions carry 14 marks.

x-x-x

UNIT - I

- I. What do you meant by Logistics management? Discuss the impact of logistics in customer service.
- II. Discuss the physical distribution as integrated system. Explain the integration between marketing elements and distribution.

UNIT - II

- III. Elaborate the role of transportation in physical distribution. Also discuss the pros and cons of various routing system.
- IV. Describe the aspects of transportation administration and transportation costing in relation to the marketing function.
- V. Write notes on:
 - (a) Documentation in logistics management
 - (b) Transportation rates and pricing inter-state tariffs

UNIT - III

- VI. What is Inventory control? How does uncertainty in demand and lead time effect inventory levels?
- VII. Discuss the objectives and principles of Material Handling system.
- VIII. What is the modern concept of distribution warehousing? Explain location techniques and strategies.

UNIT - IV

- IX. Describe the new ideas and cost involved in packaging. Also, discuss package testing.
- X.
 - a) What do you understand by International distribution? Discuss its organization and control.
 - b) Explain the role of physical distribution information centres in logistics management.

2055
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. All questions carry 14 marks.

x-x-x

UNIT - I

- I. What do you meant by Logistics management? Discuss the impact of logistics in customer service.
- II. Discuss the physical distribution as integrated system. Explain the integration between marketing elements and distribution.

UNIT - II

- III. Elaborate the role of transportation in physical distribution. Also discuss the pros and cons of various routing system.
- IV. Describe the aspects of transportation administration and transportation costing in relation to the marketing function.
- V. Write notes on:
 - (a) Documentation in logistics management
 - (b) Transportation rates and pricing inter-state tariffs

UNIT - III

- VI. What is Inventory control? How does uncertainty in demand and lead time effect inventory levels?
- VII. Discuss the objectives and principles of Material Handling system.
- VIII. What is the modern concept of distribution warehousing? Explain location techniques and strategies.

UNIT - IV

- IX. Describe the new ideas and cost involved in packaging. Also, discuss package testing.
- X.
 - a) What do you understand by International distribution? Discuss its organization and control.
 - b) Explain the role of physical distribution information centres in logistics management.