

2056
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

1. Define logistics management? Give its importance. Describe the integration between marketing elements and distribution.
2. Give the meaning of customer service. Differentiate between logistic management and physical distribution.

UNIT - II

3. What do you mean by special transport? Explain the pros and cons of various routing system.
4. Describe the elements of a transport system. Also, define pricing inter-state tariffs.
5. Discuss transportation and non-transportation costs costing in relation to marketing function.

UNIT - III

6. What is inventory control? Describe economic order quantity under conditions of certainty with examples.
7. Define distribution warehousing? Discuss the various factors to be considered for the location strategy.
8. Write notes on-
 - a) Planning and distribution warehouse
 - b) Company warehouse versus public warehouse.

UNIT - IV

9. What is the importance of order processing? Describe order processing as a model of performance measurement.
10. Describe physical distribution information centers. Discuss its functions.

x-x-x