

2031
B. Voc. (Logistic Management)
First Semester
LEM-103: Introduction to Logistic Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

- I. Attempt any four of the following:-
- a) What are the elements of logistics?
 - b) Write a short note on retail logistics.
 - c) Integrated logistics management.
 - d) Explain briefly the strategic role of logistics.
 - e) What is role of logistics providers?
 - f) Explain the concept of order cycle system? (4x4)

UNIT – I

- II. Discuss the history and evolution of logistics. (16)
- III. Explain in detail the logistics interface with marketing. (16)

UNIT – II

- IV. What do you mean by logistics management? Explain the process of logistics management. (16)
- V. Discuss in detail the role of logistics management. (16)

UNIT – III

- VI. Discuss in detail the various types of strategies in logistics. (16)
- VII. How is logistical strategy designed and implemented? (16)

UNIT – IV

- VIII. Define customer service. Explain the important elements of customer service. (16)
- IX. What do you mean by distribution channels? Discuss the various functions performed by distribution channels. (16)

x-x-x