



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Logistics Management
Paper – 4

Dec 2013

DISTRIBUTION MANAGEMENT

Date: 17.12.2013

Max. Marks: 100

Time: 10.00 am to 1.00 pm

Duration: 3 Hours

Instructions:

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|--|-------------------|
| 1. The question paper is in three parts A, B & C. | |
| 2. Part A is compulsory. Each sub question carries one mark. | Total : 32 Marks |
| 3. In Part B, answer 3 questions out of 5. Each question carries 16 marks. | Total : 48 Marks |
| 4. Part C is a case study with sub questions and it is compulsory. | Total : 20 marks. |
| 5. Use of calculator is allowed wherever necessary. | |
| 6. Graph sheets can be used wherever necessary. | |
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PART-A

32 x1 = Total: 32 marks

Q. 1. Expand the following

1. 3PL
2. DRP
3. TEU
4. WWW
5. DIWA
6. DDS
7. VMI
8. MCS

Q.2. Fill in the blanks

1. ----- logistics deals with the management of various functions related to the movement of finished goods from the last point of production to the point of consumption.
2. In a public limited company higher the transit time of the final product,--- ----- the freight cost.
3. A container used by international companies generally measures ----- X ----- X ----- ft
4. Logistics value addition refers to the values, which are added by the movement of the products from point of inception to the point of -----

5. ----- distribution strategy is mostly used when the product is inexpensive and frequently purchased.
6. ----- is used primarily for the shipment of liquid and gas.
7. ----- transport is defined as the carriage of goods by at least two different modes of transport.
8. Transship is an intermodal transportation system which is the combination of coordination efforts of ----- and waterways.

Q. 3. Match the following :

A	B
1. . Railway Carriage	a. 40,000 DWT
2 MICR	b. 20x8x8 (in ft)
3. OSHA	c. Piggyback
4. DDU	d. Distribution BOM
5. TEU	e. Over Dimensional Consignments
6. ULCC	f. Magnetic reader
7. TOFC / COFC	g. Safety regulation
8. DRP	h. Incoterm

Q. 4. Find True or False of the following

1. Logistics management deals with the movement of finished goods from the last point of production to the point of consumption.
2. Being the last link in the distribution channel, wholesalers sell directly to the final consumers.
3. In Selective Distribution strategy, the intermediaries are selected from among those who will most likely contribute to sales volume and profit goals.
4. Containerisation contributes significantly in the achievement of logistical objectives of cost reduction
5. Piggyback intermodal transportation system is achieved by coordination of road and water modes of transport.
6. Transportation refers to the movement of goods from one location to another.
7. The major advantage of transportation through railway is to efficiently transport large quantities of goods over long distances.

8. Personal selling is one of the original and oldest forms of DSS

PART- B

Total (16 x3 = 48) Marks

Answer any 3 questions out of 5 questions form Sl.no.5 to 9.

- Q5 a) Mention and briefly describe types of intermediaries in channel management and write how the channel partners are selected?
b) What are the benefits and constraints of distribution requirement planning of products
- Q6: a) Explain the concept of Third Party Logistics and the benefits derived by companies.
b). Mention and discuss the multi-modal transportation of goods with suitable examples .
- Q7 a) Describe the considerations governing the railway freight structure.
.b) List out the products which needs to be air freighted and explain briefly.
- Q8. a) Mention the important terms and conditions for the transportation of goods by road.
b) Write the important condition in settlement of claims arising out of road transportation.
- Q. 9 . Write short notes on any 4 of the following.
- | | | |
|-------------------|-----------------------------|-------------------------|
| a. Free On Road | b. Type of Containerization | |
| c. Bill of Lading | d. Pipeline Movement | |
| e. Bar coding | f. Unitization | g. Treatment of Damages |

Part C

(Total : 20 Marks).

Q. 10. Find an optimal schedule for a manufacturing company based on current transportation data in terms of unit transportation costs (Rs), factory capacities, and warehouse requirements as given below.

Warehouse	Factories			Warehouse Requirements
	A	B	C	
W 1	150	140	880	1170
W 2	800	700	400	1900
W 3	160	910	640	1710
W 4	660	460	860	1980
W 5	380	550	840	1770
Factory Availability	2150	2760	3620	8530
