

INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Logistics Management

DEC - 2010

Paper – 4
DISTRIBUTION MANAGEMENT

Date: **14.12.2010**
Time: **10.00 am to 1.00 pm**

Max. Marks: **100**
Duration: **3 Hours**

Instructions:

1. The question paper is in three parts A, B & C.
2. Part A is compulsory. Each 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. It carries 20 marks.
5. Use of calculator is allowed wherever necessary.
6. Graph sheets can be used wherever necessary.

PART - A

Q.1. Objective Type questions, Choose most appropriate answer Marks : 8

1.1 A channel of distribution always includes

- a. Only the producer
- b. Only the consumer
- c. Producer and Consumer
- d. Neither producer nor consumer

1.2 An example of retail distribution is

- a. Rack jobber
- b. Export Merchants
- c. selling agents
- d. Store Retailer

1.3 The third stage of a product life cycle

- a. Growth
- b. Maturity
- c. Decline
- d. Predetermined

1.4 The goods can be booked either at owner's risk or at Railway's risk is called

- a. Train load rates
- b. risk rates
- c. Class rates
- d. Wagon rates

1.5 Items which are critical are transported by air are called

- a. Perishable products
- b. Emergency products
- c. Fashion Items
- d. High value products

1.6 Heavily discounted rates applicable directionally between two points in IATA rate structure is called

- a. specific commodity rates
- b. general cargo rates
- c. class rates

d. Freight – all- Kind rates

1.7 These are ships which carry RO/RO and container cargoes on one leg of the voyage and bulk cargoes on the return trip.

- a. RO/RO Vessels / container
- b. combination of container and RO/RO vessel
- c. General Cargo
- d. BORO vessels

1.8 An ideal means for transporting large quantities of liquids and gases over long distances

- a. Ropeways
- b. Pipeline
- c. Inland Water Transport
- d. sea Transport

Q.2. State True or False

Marks: 08

2.1 A customer oriented firm is not guided by consumers buying patterns.

2.2 The MRP II concerns itself with a Distribution bill of materials.

2.3 DRP involved Production planning and master scheduling.

2.4 Place and Money are two utilities of transportation.

2.5 Special rates are subsidized rates for postal traffic for a given agreed time.

2.6 Goods can be consigned by the consignor in the name of self.

2.7 The stipulated time for unloading for a wagon is 10 day light hours.

2.8 ULDs reduce air craft cube utilization

Q.3. Fill in the blanks

Marks: 08

3.1 QTS involves of general goods traffic by point to point by fast train.

3.2 If the good have been insured one can lodge one's claim with thecompany for the transit of

3.3 The short shelf life of the products such as strawberries and cherries is the only means of getting them to distant market.

3.4 IATA is best known as the through which air lines fix a common

3.5 carriers take responsibility for safe and loss or damage while the goods are in their possession.

3.6 is the degree to which a produce can fill the available in a transport vehicle.

3.7 shipping refers to of ships on an ad hoc basis

3.8 A forecast is merely a or of the level of a future situation.

Q.4. Match A and B

Marks: 08

A	B
1. DRP	a. Safety regulation
2. Railway Carriage	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. 40,000 DWT
8. MICR	h. Incoterm

PART - B

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

Q. 5.a. What is a distribution channel and elaborate the factors influenced affecting choice of channels.

5.b. What is DRP and explain how it works in manufacturing?

6.a. Mention and briefly describe types of intermediaries in channel management and write how the channel partners are selected?

6.b. Mention and discuss the 4 stages of channel membership life cycle.

7.a. Describe the considerations governing the railway freight structure.

7.b. List out the products which needs to be air freighted and explain briefly.

8.a. Mention the important terms and conditions for the transport of goods by road.

8.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.

9.a. FOB

9.b. Type of Containerization

9.c. Bill of Lading

9.d. Pipeline Movement

9.e. Bar coding

9.f. Unitization

9.g. Treatment of Damages

9.h. Demurrage

PART - C **Case Study**

Mr. Lakshminarasimaiah has taken the distributor's role of XYZ company products. His territory includes all states in South India. He wants to appoint you as a Manager Warehouse, if you answer the following queries satisfactorily.

10.a. Inform the criteria affecting the decision on the warehouse location.

10.b. Mention the important factors affecting the size of a warehouse.

10.c. Describe the attributes for a good Warehouse Layout.

10.d. Elaborate the four cost factors which are associated with warehousing.

