Part – A

Total: 32 Marks

Q1. State true or false

1. The strategies of carriers and shippers are inextricably interrelated.
2. An effective cost-reduction program by purchasing didn’t require top management support.
3. Co-ordinate product storage and pick- and pack operations are export distributor duty.
4. Accurate cost rate are required to achieve least-cost logistics.
5. Private carriage should note viewed strictly as transportation decision- it also is a financial decision.
6. Inventory levels increases with the number of stock keeping location.
7. Transportation didn’t impacts customer service levels and costs.
8. Logistics create a competitive advantage.

Q2. Fill in the blanks

1. An effective Logistics network requires a cooperative relationship between ___________ and ___________.
2. Types of Warehouse ___________ & ___________
3. Good package design is influenced by _______ & _________.
4. Channel structure is influenced by the target _______ and the _________
5. Two critical functions of customhouse broker ___________ and ___________,
6. Types of logistics co-ordination ___________ & ___________
7. Channels develop, when many exchanges take place between _______ and __________
8. Inventory carrying costs are those costs associated with the _______ of inventory_________

Q3. Expand following

(1) ROI (2) EDI (3) MRP-I (4) COFC (5) FAK (6) DRP (7) SKU (8) NVOCC.

Q4. Link & connect the following correctly.
<table>
<thead>
<tr>
<th></th>
<th>Performance Environment</th>
<th>It has received increased attention as a method of solving the problem of insufficient cost data.</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Warehouse</td>
<td>This refers to the ability to structure and manage projects designed to correct problems, improve productivity, and achieve improvement benefits.</td>
<td>B</td>
</tr>
<tr>
<td>3</td>
<td>Volume contracts</td>
<td>The Seller arranges for loading on the carrier’s equipment.</td>
<td>C</td>
</tr>
<tr>
<td>4</td>
<td>Free On Board (FOB)</td>
<td>It’s Support the JIT</td>
<td>D</td>
</tr>
<tr>
<td>5</td>
<td>Project management ability</td>
<td>It’s requires making the transition from a functional organization to a focus on process.</td>
<td>E</td>
</tr>
<tr>
<td>6</td>
<td>Activity Based Costing</td>
<td>He/she make it possible to efficiently provide possession, time, and place utility.</td>
<td>F</td>
</tr>
<tr>
<td>7</td>
<td>Wholesales</td>
<td>It’s concerned with having the proper organizational climate to motivate employees to maximize their effectiveness.</td>
<td>G</td>
</tr>
<tr>
<td>8</td>
<td>Implementing</td>
<td>A way to leverage purchase requirements over time, between various business units or location in the company.</td>
<td>H</td>
</tr>
</tbody>
</table>

**Part-B**

**Total (3 x 16 =48) Marks**

**Answer any three from following questions.**

(2 x 8 =16)

Q. 5(a) Explain the elements of customers service (3 Groups)

(b) Explain the major logistics activities in world class manufacturing Industry

(2 x 8 =16)

Q. 6(a) Explain the MRP Systems, Advantages & disadvantages of MRP Systems.

(b) What are the factors affecting warehouse size decision and Explain the some important factors of Warehouse selection?

(2 x 8 = 16)

Q. 7(a) What is channel design and what are the steps in design process?

(b) Draw the Flow chart of Reengineering SCM process.

(4 x 4 = 16)

Q. 8 Explain the terms any 4 questions.

(a) EOQ

(b) Difference between warehoused and distribution centres.

(c) Disadvantages of automated system

(d) Letter Of Credit (LC)

(e) SCM

(1 x 16 = 16)

Q. 9 Draw the overview of internal information flows of purchasing and explain the five phases in the selection development and management of purchasing relationships?
Q.10. Cost trade-offs required in marketing and logistics.

Answer any 2 questions

(a) How do logistics costs affect contributions by product, territory, customer and salesperson?

(b) What are the costs of providing additional level of customer service? What trade-offs are necessary, and what are the incremental benefits or losses?

(c) What product packaging alternatives should be used?