



K22P 3351

Reg. No. :

Name :

**IV Semester M.Com. Degree (CBSS – Reg./Supple./Imp.) Examination, April 2022
(2018 Admission Onwards)
Elective – B. Marketing
COM4E08 : LOGISTICS MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

PART – A

Answer **any 4** questions. Question 'a' carries **1** mark, 'b' carries **3** marks, 'c' carries **5** marks.

1. a) What do you mean by value chain ?
b) Write a short note on customer service.
c) Elucidate the benefits of logistics information system.
2. a) Define Re-order point.
b) Briefly explain factors which determines minimum and maximum stock levels.
c) Explain various modern techniques of inventory control.
3. a) What is meant by vehicle routing ?
b) Bring out the factors affecting transportation decisions in detail.
c) "Location of warehouse is a vital one for retail business". Discuss.
4. a) Define logistics audit.
b) What are the objectives of logistics measurement ?
c) Explain the major cost elements of logistics system.
5. a) Define unitization.
b) Distinguish between Consumer and Industrial packaging.
c) Explain the factors which influence the cost of packaging.
6. a) Define reverse logistics.
b) Write a short note on E-logistics.
c) Explain factors affecting the level of inventory.

P.T.O.



PART – B

Answer the **two** questions. **Each** question carries **12** marks.

7. a) Define logistics management and explain its components.

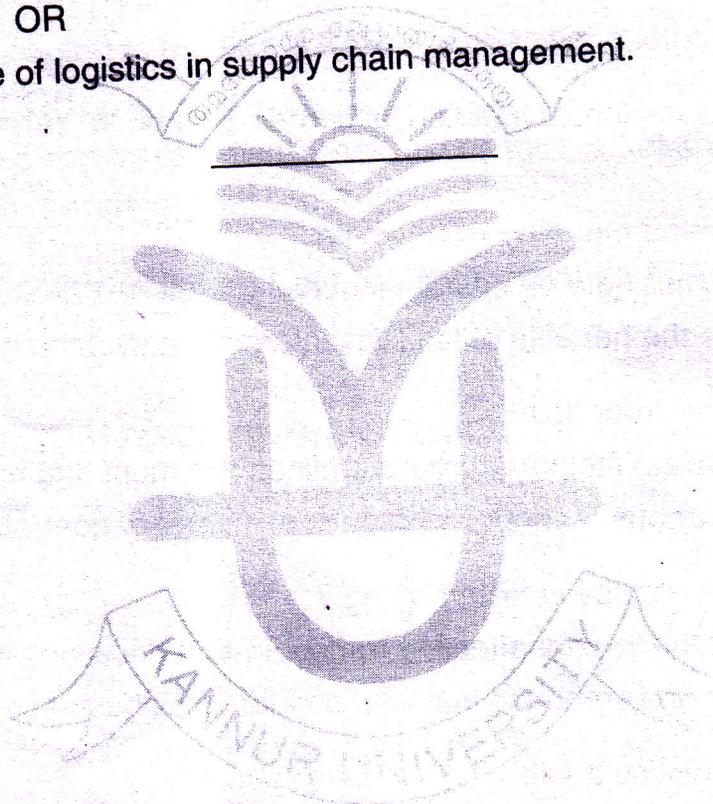
OR

b) Explain containerization and its various types.

8. a) Explain functions of packaging.

OR

b) Explain role of logistics in supply chain management.





K21P 0272

Reg. No. :

Name :

**IV Semester M.Com. Degree (CBSS – Reg./Suppl. (Including Mercy Chance)/Imp.)
Examination, April 2021
(2014 Admission Onwards)
Elective B : MARKETING
COM 4 E08 : Logistics Management**

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b), and **5** marks for Part (c).

1. a) What is intermodal transportation ?
b) Discuss the role of transportation in global supply chain.
c) Explain the important modes of transportation and their performance characteristics.
2. a) What is a supply chain ?
b) Explain the concept of supply chain conflict.
c) Discuss the components and participants of supply chain.
3. a) What is cycle inventory ?
b) Discuss the nature of the costs that affect inventory size.
c) Items purchased from a vendor costs Rs. 20 each, and the forecast for next year's demand is 1000 units. If it costs Rs. 5 every time an order is placed for more units and the storage cost is Rs. 4 per units per year, (i) What quantity should be ordered each time ? (ii) What is the total ordering cost for a year ? (iii) What is the total storage cost for a year ?
4. a) What are bonded warehouses ?
b) Discuss the approaches in warehousing.
c) Explain the functions and benefits of warehousing.

P.T.O.



5. a) What is skin packaging ?
b) Discuss the effect of packaging on cost and customer services.
c) Explain the various functions of packaging.
6. a) What is logistical organization ?
b) 'There is no single ideal or optimal logistic organizational structure'. Briefly presents the arguments for and against such a statement.
c) Explain the various ways of improving logistics organizational effectiveness.
7. a) 'It is important to have accurate cost data for management of the logistics function'. Comment.
b) Explain the concept of activity based costing.
c) Identify and describe the methods that can be used for controlling logistics costs.
8. a) What is inbound logistics ?
b) Describe the objectives of logistic management.
c) Explain the functions of logistics. **(4×9=36)**

SECTION – B

Answer the following questions. **Each** question carries **12** marks.

9. a) What is inventory control ? Explain the various inventory control techniques.
OR
b) Discuss the various factors influencing the selection of store location and storage layout.
OR
c) Identify areas of logistics that use Expert System (ES) and Artificial Intelligence (AI) to improve efficiency and effectiveness.
10. a) Describe the techniques or approaches used for warehouse-site selection.
OR
b) Discuss the key trends and their implications in warehouse automation and computerization.
OR
c) What marketing and logistics conflicts might occur in consumer goods packaging decision ? Use trade-off analysis to show how those conflicts might be analyzed and resolved. **(2×12=24)**



K20P 0151

Reg. No. :

Name :

IV Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.) Examination, April 2020
(2014 Admission Onwards)
Elective – B : MARKETING
COM4E08 : Logistics Management

Time : 3 Hours

Max. Marks : 60

PART – A

Answer **any four** questions. Question 'a' carries 1 mark, 'b' carries 3 marks and 'c' carries 5 marks.

1. a) What is logistics ?
b) Explain benchmarking as a tool in the performance measurement system.
c) Discuss the trends in SCM.
2. a) What is EOQ ?
b) What are the components of PDM ?
c) Elucidate strategic supply management activities.
3. a) What is logistical measurement ?
b) Explain ABC analysis.
c) Illustrate warehouse operations.
4. a) Who are the participants of transporting decisions ?
b) Discuss Customer Profitability Analysis.
c) Describe Logistics cost.
5. a) What is transit inventory ?
b) What is automated storage and retrieval system ?
c) Describe the theories of motivation.

P.T.O.



- 6. a) What is SCIS ?
- b) Difference between classification and codification in logistics.
- c) What is Data mining ? Describe its applications. (4×9=36)

PART – B

Answer any two questions. Each carries 12 marks.

- 7. a) Give a brief account of the history of logistics. Highlight the integrating properties of the logistics function over time.

OR

- b) Discuss cost analysis and measurement in terms of logistics.
- 8. a) Define Data warehousing and illustrate its concepts.

OR

- b) Explain transportation mix with relevant examples. (2×12=24)