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Reg. No. :

Name :

**Fourth Semester M.Com. Degree Examination, June 2009
(Old Scheme – Prior to 2005 Admission)
Elective – MARKETING
CO 244 M – Paper – XVI – Logistics Management**

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions.

Write short notes on the following :

1. EOQ
2. Channel Strategy
3. Container service
4. Codification
5. JIT
6. E-Commerce
7. Customer service
8. DRM (Distribution Relationship Maintenance)
9. Safety stock
10. Cycle stock.

(10×2=20 Marks)

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SECTION – B

Answer **any five** questions:

11. What is the role of Logistical Management in competitive business ?
12. What do you understand by inbound and outbound logistics ? Explain with example.
13. What are the main functions of transportation ? And explain its role in integrated logistical management.
14. Briefly discuss any three modes of transportation with their relative advantages and disadvantages.
15. What are the main objectives and functions of warehousing ? Explain.
16. Describe different types of warehouses and state their relative advantages and disadvantages to an organization.
17. Discuss the importance of packaging in cost reduction. **(5×5=25 Marks)**

SECTION – C

Answer **any two** questions:

18. Outline major differences in inventory control of manufacturing unit, raw material stores and field distribution warehouse.
 19. Explain the difference between consumer and logistics oriented packaging.
 20. “Material handling does not add value to product but it adds cost”. Comment with reference to total logistics distribution cost.
 21. Judiciously managed inventories is the back bone of a successful business. Explain. **(2×15=30 Marks)**
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