

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)**

Branch – **BUSINESS ADMINISTRATION (LOGISTICS)**

SPECIALIZATION MODULE - II FIRST AND LAST MILE OPERATIONS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

- 1 E-commerce has _____ scope than E-Business or Digital Business.
(i) Higher (ii) Narrower
(iii) Wider (iv) More
- 2 A Supply chain which includes the distribution of finished product and service

(i) Outbound Logistics (ii) Inbound Logistics
(iii) Supply of Goods (iv) Transportation
- 3 Which of the following is not an area responsibility for Logistic manager _____
(i) Inventory (ii) Purchasing
(iii) Warehousing (iv) Marketing
- 4 _____ is concerned with a firm's ability to satisfy customer's requirement in timely manner
(i) Minimum Inventory (ii) Rapid response
(iii) Price stabilization (iv) Quality
- 5 Last mile delivery challenges is _____
(i) High cost (ii) Materials
(iii) Marketing (iv) Inventory

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a Role of first mile e-commerce logistics.
OR
b First mile process flow.
- 7 a Pick up co-ordination.
OR
b Bagging operations and manual processing operations.
- 8 a Roles and responsibilities of Processing center staff.
OR
b Lay out of processing center in bound operations.

Cont...

- 9 a importance of last mile in the supply chain.
OR
b Delivery challenges of e-commerce in last mile.
- 10 a Importance of customer service.
OR
b Relationship between metrics and customer service.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Difference between First Mile, Line Haul and Last Mile Operations.
OR
b Why is first mile operations important in e-commerce logistics.
- 12 a Roles and responsibilities of pick up operations staff.
OR
b Safety and security of shipments during pickup.
- 13 a Pickup and processing tools and applications.
OR
b Exceptions in first mile and impact on operations.
- 14 a What is the last mile in E-commerce.
OR
b challenges and reverse pickup process in last mile operations.
- 15 a Dos and Don'ts of Good and Bad customer service.
OR
b Innovations in last mile technology.

Z-Z-Z

END