

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)

Branch – BUSINESS ADMINISTRATION (LOGISTICS)

LOGISTICS NETWORK DESIGN

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The purpose of logistic network design is.....
 - a) provide customer satisfaction
 - b) improve quality of a product
 - c) Integrating supply and demand management
 - d) All the above

- 2 What are the elements of logistics system ?
 - a) transportation
 - b) warehousing
 - c) inventory management
 - d) all of the above

- 3 .Distribution requirements planning is a system for
 - a) inventory management
 - b) distribution planning
 - c) both 'a' and 'b'
 - d) none of the above

- 4 Which can be defined by having the right item in the right quantity at the right time at the right place for the right price and is the science of process and incorporates all industry sectors
 - a)Logistics
 - b)SCM
 - c)Transportation
 - d)Shipment

- 5 Which is not a part of the 3Cs of logistics
 - a) Competitor
 - b) Cost
 - c) Company
 - d) Customer

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Recall the meaning of logistics network design.
OR
b What are the key issues in logistics network design?

- 7 a What is a supplier rating?
OR
b Define warehousing.

Cont....

- 8 a Classify the various decision involved in network design
OR
b Identify the shipping sizes by product in Logistics network.
- 9 a Explain the meaning of holding cost.
OR
b Write short notes on retail storage
- 10 a Explain channel flow in logistics
OR
b What is meant by data validation

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11a What are the different types of logistics network design?
OR
b Why logistical network design is most important?
- 12 a Discuss the different methods used for supplier evaluation in Logistics?
OR
b Explain the warehousing functions.
- 13 a Classify the different transportation rates in Logistics
OR
b Elaborate and explain the Shipment sizes in logistics
- 14 a Describe the key needs and functions of inventory management?
OR
b Analyze the distribution channel functions.
- 15 a Demonstrate the challenges faced in network planning
OR
b Enumerate the steps involved in network planning

Z-Z-Z

END