

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(First Semester)

Branch – **BUSINESS ADMINISTRATION (LOGISTICS)**

FUNDAMENTALS OF LOGISTICS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

- 1 _____ is not a part of basic systems of codifications.
 (i) Alphabetical System (ii) Numerical System
 (iii) Colour Coding System (iv) None of the above
- 2 What is the primary goal of customer service?
 (i) Increase profits (ii) Resolve customer complaints
 (iii) Improve product quality (iv) Provide exceptional service and support
- 3 Globalisation has improved the living structure of which of the following?
 (i) All the people
 (ii) People living in developing countries
 (iii) People living in developed countries
 (iv) None of the above
- 4 Which is the cheapest mode of transportation in India?
 (i) Air transport (ii) Land transport
 (iii) Water transport (iv) Underground transport
- 5 Trade between two countries can be useful if cost ratios of goods are:
 (i) Undetermined (ii) Decreasing
 (iii) Equal (iv) Different

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a Explain about logistics cost.
 OR
 b Outline the principles of logistics.
- 7 a Explain the elements of customer service.
 OR
 b State the benefits of logistics outsourcing.
- 8 a Explain the strategic issues in Global Logistics.
 OR
 b Describe about the modes of transportation in Global Logistics.
- 9 a Outline the benefits of efficient transportation systems.
 OR
 b Summarize courier guidelines in detail.
- 10 a Explain about cold chain.
 OR
 b Explain rail logistics in detail.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Summarise the history of logistics.
OR
b Examine the role of technology in logistics.
- 12 a Analyze the critical issues in logistics outsourcing.
OR
b Discuss about the phases in customer service.
- 13 a Distinguish between 3 PL and 4 PL.
OR
b Highlight the driving forces of Globalization.
- 14 a Discuss about reverse logistics.
OR
b Discuss about the express sector for international and domestic shipping.
- 15 a Distinguish between export and import.
OR
b Discuss about liquid logistics.

Z-Z-Z

END