

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

**BBA DEGREE EXAMINATION MAY 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. Which is not a part of logistics performance cycle?
a) procurement
b) inventory management
c) manufacturing
d) distribution

2. _____ are meant to receive products from various company suppliers and plants and move them out as soon as possible.
a) Storage warehouses
b) Distribution warehouses
c) Automated warehouses
d) None of the above

3. A kind of transportation where no empty wagons or containers are bought back:
a) Rail
b) Road
c) Pipeline
d) None of the above

4. Which of the following is not a potential advantage of maintaining a small inventory?
a) Low investment costs
b) Low impact of order delay on sales
c) Low storage costs
d) Low obsolescence

5. _____ is not a part of basic systems of codifications.
a) Alphabetical System
b) Numerical System
c) Color Coding System
d) None of the above

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a. Discuss the logistics network design.
OR
b. Explain Logistics network design with price discount model.

Cont ...

- 7 a What are the key issues in network design?
OR
b. Why supplier rating is important?
- 8 a Briefly note the strategy for product aggregation.
OR
b What are the data required for network design?
- 9 a State the objectives of distribution channels.
OR
b Explain EOQ model.
- 10 a Explain Network planning in Logistics.
OR
b How you will do model Optimization in Logistics?

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Explain the factors influencing network design.
OR
b Describe Logistics network design with differentiated delivery lead time model.
- 12 a Discuss the prerequisites information required for designing logistic network.
OR
b Explain the various vendor rating techniques.
- 13 a Describe the importance of customer service goals in logistics network.
OR
b Elaborately explain the order patterns in logistics.
- 14 a Enumerate the functions of Distribution channels..
OR
b Discuss the Distribution network in Logistics.
- 15 a Explain steps of Network planning.
OR
b Demonstrate the data validation using suitable examples.

Z-Z-Z

END