

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2025
(Fourth Semester)

Branch – **BUSINESS ADMINISTRATION (LOGISTICS)**

SPECIALIZATION MODULE- II : FIRST & 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 What is the primary challenge of last-mile delivery?
(i) High warehouse storage costs (ii) Long-distance transportation delays
(iii) Traffic congestion and delivery efficiency (iv) Low customer demand
- 2 Which document is essential for verifying shipment pickup?
(i) Bill of Lading (BOL) (ii) Sales receipt
(iii) Tax invoice (iv) Employee attendance sheet
- 3 Which technology is commonly integrated into a First Mile Dashboard for tracking shipments?
(i) Blockchain (ii) GPS and RFID tracking
(iii) Cloud gaming (iv) Virtual reality
- 4 Which of the following is a major challenge in last-mile e-commerce delivery?
(i) Lack of demand for online shopping (ii) High delivery costs and inefficiencies
(iii) Lack of suppliers (iv) Excessive warehouse storage space
- 5 Which technology is commonly used to optimize first and last-mile operations?
(i) Blockchain (ii) GPS and route optimization software
(iii) Quantum computing (iv) Virtual Reality

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Analyze the Role of first mile in E-commerce.
OR
b Why the first mile operations are important in e-commerce logistics.
- 7 a Organize the list of safety and security of shipment provided during pickup.
OR
b Discuss the challenges faced in manual processing operations and suggest solutions to overcome them.
- 8 a How can a First Mile Dashboard improve decision-making in the transportation and logistics sector? OR
b How is packaging handled in the outbound process?
- 9 a Bring out the trends in last mile delivery.
OR
b Choose the Importance of the last mile in the supply chain.

Cont...

- 10 a How does last-mile delivery impact customer experience in e-commerce?

OR

- b State that how can GPS tracking enhance real-time visibility and customer experience in last-mile logistics?

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Differentiate First Mile, Line Haul & Last Mile Operations.

OR

- b Describe the key stages involved in the first mile process flow, from order placement to transportation.

- 12 a Categorize the roles and responsibilities of pickup operations staff.

OR

- b Examine how digital and automated documentation systems enhance the pickup process?

- 13 a Describe the role of a First Mile Dashboard in ensuring regulatory compliance and tracking documentation like Bills of Lading (BOL) or customs clearance.

OR

- b In a scenario where a shipment is delayed at the supplier's warehouse, explain the sequence of operational disruptions that can occur in the first mile and suggest corrective actions.

- 14 a Discuss the cost implications of last-mile delivery and strategies to optimize expenses.

OR

- b Classify the tools and applications in Last mile operations.

- 15 a Compare the Relationship between metrics and customer service.

OR

- b Analyze the role of 5G technology in improving real-time communication and data transmission for last-mile delivery systems?

Z-Z-Z

END