

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022  
(Third Semester)

Branch – LOGISTICS

RETAIL LOGISTICS AND E-COMMERCE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. \_\_\_\_\_ production control and physical distribution are the three major operations of logistics.  
(i) Supply chain Management (ii) Materials Management  
(iii) Logistics Management (iv) Personal Management
2. Logistics is the part of supply chain involved with the forward and reverse flow of \_\_\_\_\_  
(i) Goods (ii) Service  
(iii) Cash (iv) All the above
3. Reverse logistics is required because  
(i) Goods are defective (ii) Huge sales  
(iii) Production (iv) supply chain
4. Which of the following describes the definition of electronic commerce?  
(i) Doing business (ii) Sale of goods  
(iii) Purchase of goods (iv) Doing business electronically
5. (i) \_\_\_\_\_ is not a major type of electronic commerce.  
(i) Consumer to Business (ii) Business to Consumer  
(iii) Business to Business (iv) Consumer to Consumer

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a. Produce the scope of logistics and supply chain.  
OR  
b. Discuss the importance of logistics in global sourcing.
- 7 a. Describe the different types of logistics.  
OR  
b. Explain the relevant activities in transportation.
- 8 a. Summarise the activities of reverse logistics  
OR  
b. Bring out the various types of reverse logistics.
- 9 a. How does e-commerce logistics work in India.  
OR  
b. Explain the procedure for generating order processing.

Cont...

10 a. Classify the different types of electronic system.

OR

b. Outline the benefit of e-CRM.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a. Bring out the dimensions of logistics in supply chain management.

OR

b. Point out some examples of backward linkages.

12 a. Elucidate the major functions of logistics.

OR

b. Highlight the steps involved in outbound documentation process.

13 a. Discuss the factors that affect the reverse logistics.

OR

b. Categorize the roles and responsibilities of reverse logistics.

14 a. Outline the various steps in order processing.

OR

b. Enumerate the factors influencing order processing.

15 a. Classify the different types of e-commerce.

OR

b. Differentiate between e-commerce and retail.

Z-Z-Z END