

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BBA DEGREE EXAMINATION MAY 2022  
(Fifth Semester)  
Branch – LOGISTICS

**RETAIL LOGISTICS AND E-COMMERCE**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Logistics is the part of supply chain involved with the forward and reverse flow of  
(i) goods (ii) services (iii) cash (iv) all of the above
- 2 \_\_\_\_\_ and physical distribution are the two major operations of logistics.  
(i) Supply Chain Management (ii) Materials Management  
(iii) Logistics Management (iv) None of the above
- 3 Stock management is the practice of  
(i) ordering, storing, tracking, and controlling inventory.  
(ii) Storing, tracking and reordering the inventory  
(iii) Delivering and Managing the inventory  
(iv) None of the above
- 4 \_\_\_\_\_ include the consignee, port of shipment, port of destination, measurements, the country of Origin, gross and net weight and any other instructions of the importer.  
(i) Packing (ii) Labelling (iii) Marking (iv) Importing
- 5 Which of the following is an example of reverse logistics?  
(i) Direct store delivery (ii) Vendor-managed inventory (VMI)  
(iii) Source tagging (iv) Handling of returns
- 6 \_\_\_\_\_ facilitated by a route planning software that logistic companies use in order to optimize the delivery routes by devising efficient routes.  
(i) Reverse Logistics (ii) Outbound Logistics  
(iii) Route map Optimization (iv) Inbound Logistics
- 7 Which of the following describes e-commerce?  
(i) Doing business electronically (ii) Doing business  
(iii) Sale of goods (iv) All of the above
- 8 Order fulfillment consists of many processes, including  
(i) Order processing, procurement, manufacturing, selling, and shipment  
(ii) Quotation and delivery  
(iii) Negotiation, quotation, payment, and delivery  
(iv) Order processing, warehousing, and shipping and transportation planning
- 9 Which of the following is part of the four main types for e-commerce?  
(i) B2B (ii) B2C (iii) C2B (iv) All of the above
- 10 Which segment do eBay, Amazon.com belong?  
(i) B2Bs (ii) B2Cs (iii) C2Bs (iv) C2Cs

Cont...

**SECTION - B (35 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Discuss the micro Dimension of Logistics.  
OR  
b Illustrate for forward and backward linkages in logistics for food products.
- 12 a List out different support functions of logistics and explain it.  
OR  
b "Logistics as an interface of Marketing Forecasting" - Discuss
- 13 a Enhanced supply chain can increase satisfaction level of customers and hugely improve manufacturing operations. – Highlight its advantages.  
OR  
b Describe the key activities involved in daily pickups and scheduling for daily pickups in logistics.
- 14 a Explain activities involved in order processing and types of order processing.  
OR  
b Highlight the procedures for generating plans for procurement and scheduling through MIS.
- 15 a Explain some simple steps to improve your e-commerce order fulfillment process.  
OR  
b Give an overview of Electronic CRM and its applications in digital products.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Discuss the role of logistics for effective and efficient global sourcing.
- 17 Distinguish between inbound and outbound logistics and explain outbound documentation.
- 18 Describe different types of reverse Logistics with suitable illustrations
- 19 Explain the Roles and responsibilities associated with order processing
- 20 Compare different types of direct online sales models and explain the advantages of each model.

Z-Z-Z

END