

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022  
(Fifth Semester)

Branch – LOGISTICS

**LOGISTICS NETWORK DESIGN**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

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

1. ...is the time that elapses between issuing replenishment order and receiving the material in stores.  
(i) Replenishment time (ii) Lead time  
(iii) Idle time (iv) Replacement Time
2. ....is the provision of service to customers before, during and after a purchase.  
(i) Customer Service (ii) Product Management  
(iii) Purchase management (iv) Logistics Management
3. VMI stands for  
(i) Vendor material inventory (ii) Vendor managed inventory  
(iii) Variable material inventory (iv) Valuable material inventory
4. Logistics system are made up of 3 main activities.  
(i) Order processing (ii) inventory management  
(iii) both 'a' and 'b' (iv) none of these
5. The goal of logistics is  
(i) Support corporate goal (ii) To reduce overall cost  
(iii) To facilitate better transportation (iv) Better customer service
6. Customer service creates time and ..... utility for the customer.  
(i) Distribution (ii) Customer  
(iii) Wholesaler (iv) Producer
7. The term .....refers to any idle resources that can be put to some future use.  
(i) Inventory (ii) Supply  
(iii) Place (iv) Sales
8. ....is a kind of distribution strategy  
(i) RORO (ii) LASH  
(iii) Milk Run (iv) LAN
9. ....is the fastest mode of transport.  
(i) Roadway (ii) Airway  
(iii) Railway (iv) Waterway
10. ....involves streamlining the distribution process in terms of physical and information efficiency.  
(i) Technical Integration (ii) Channel Hierarchy  
(iii) Channel Integration (iv) Vertical Marketing System

Cont...

**SECTION - B (35 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

11. a. Explain the logistics network design with price discount.  
OR
- b. Discover the types of logistics distribution center.
12. a. Describe the key issues in logistics network design.  
OR
- b. Write short note on optimal sourcing strategy.
13. a. Classify the types of warehouse cost in logistics.  
OR
- b. Discuss the important of order processing cost in logistics network design.
14. a. Narrate the functions of distribution channel.  
OR
- b. Explain the transportation cost important in logistics.
15. a. State the forecast techniques used in logistics  
OR
- b. How inventory management play crucial role in logistics industry?

**SECTION - C (30 Marks)**

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

16. Discover the Various warehouse activities in detail.
17. Discuss how much important for optimal sourcing strategy in logistics network.
18. Justify the customer service goals in logistics.
19. Identify the distribution channels types in logistics? Why it is important.
20. Analyze the inventory management and their techniques.

Z-Z-Z

END