

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2019
(First Semester)

Branch-LOGISTICS

FUNDAMENTALS OF LOGISTICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10x1 = 10)

- 1 _____ is a controllable factor affecting productivity.
(i) Natural Resource (ii) Government
(iii) Infrastructure (iv) Product Factors
- 2 Total expenditure done on a single product from the beginning of procurement to selling to end customer is _____ cost.
(i) Marginal Cost (ii) Logistics Cost
(iii) Sunk cost (iv) Overhead Cost
- 3 KPI stands for ____ .
(i) Key Performance Indicator (ii) Key Profit Indicator
(iii) Key Poynt Indicator (iv) Key Proportion Indicator.
- 4 CRM stands for ____ .
(i) Cost Relationship Management
(ii) Customer Retention Management
(iii) Customer Relationship Management
(iv) Cost Reduction Management
- 5 _____ logistics involves the use of external companies to perform logistics function.
(i) 1 PL (ii) 2 PL
(iii) 3 PL (iv) 4 PL
- 6 Identify the most economical mode of transportation.
(i) Rail (ii) Pipeline
(iii) Road (iv) Water
- Storage of Material and goods for the distribution as and when required is

(i) warehousing (ii) store
(iii) cloak (iv) inventory
- 8 3 PL stands for _____
(i) Three point location (ii) Third party logistics
(iii) Three point logistics (iv) Third point logistics
- 9 _____ is the transportation of goods with atleast two different modes of transport.
(i) Supply chain (ii) Multimodal
(iii) Bulk Loading (iv) Cold Chain
- 10 Logistics related to supply of liquid products is called ____ .
(i) Supply Chain (ii) Cold Chain
(iii) Liquid Chain (iv) Bulk Chain

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

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

- 11 a Explain the need for logistics.
OR
b Explain the benefits of efficient logistics.
- 12 a Explain the phases in customer service.
OR
b What is procurement? Explain.
- 13 a What are the barriers in Global Logistics?
OR
b Explain the need for Integrated Logistics.
- 14 a Define Warehouse. Explain the types of warehouses.
OR
b List out the benefits of an efficient transportation system.
- 15 a Write a note on Liquid Logistics.
OR
b Explain briefly about trans-shipment.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss history of logistics in detail.
- 17 Enumerate the critical issues in Logistics Outsourcing.
- 18 Discuss the financial issues to be considered in evaluating Logistics performance.
- 19 Summarise about courier service and its guidelines.
- 20 Examine the features of EXIM.

Z-Z-Z

END