

CS/BSCM/SEM-5/BSCM-506/2011-12

2011

**PHYSICAL DISTRIBUTION & LOGISTICS**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :

10 × 1 = 10

i) The value chain attempts to identify those activities  
which add value to

- a) the organizations' stakeholders
- b) the senior strategic managers in the organization
- c) the organization's shareholders
- d) the customer or final user.

ii) The value chain is composed of primary & support  
activities. Which answer below provides the correct  
components for primary activities ?

- a) Service, Human Resource Management, Marketing  
& Sales, Operations and Outbound Logistics
- b) Marketing & Sales, Operations, Outbound Logistics  
and Service
- c) Procurement, Firm Infrastructure, Human  
Resource Management, Technology Development  
and Marketing & Sales
- d) Inbound Logistics, Operations, Outbound

Logistics, Marketing & Sales and Service.

iii) Industry/sector benchmarking compares

a) Organisational performance between firms/public sector organizations in different industries or sectors

b) Organisational performance between firms/public sector organizations in the same industry or sector.

c) Organisational performance between firms/public sector organizations in different countries

d) Organisational performance between different divisions of the firm.

iv) Best in Class Benchmarking seeks to assess organizational performance against

a) the nearest geographical competitor

b) the competitor who is 'best in class' wherever that may be

c) the competitor who is the best in the industry

d) the nearest principal competitor.

v) Rolex watches can only be found in a limited number of intermediaries. This is an example of

a) exclusive distribution

b) intensive distribution

c) high-end distribution

d) independent distribution.

vi) Today, a growing number of firms now outsource some or all of their logistics to

a) Disintermediaries

b) Channel members

c) Cross-functional teams

d) Third-party logistics providers.

vii) Mr. X recognizes that his company needs to provide better customer service and trim distribution costs through teamwork, both inside the company and among all the marketing channel organizations Mr. X will begin the practice of

a) Horizontal marketing system management

b) Customer relationship management

c) Integrated logistics management

d) Supply chain management.

viii) Which of the following transportation modes is used for digital products ?

a) Air b) Rail

c) Internet d) Ship.

ix) To reduce inventory management costs, many companies use a system called ..... , which involves carrying only small inventories of parts or merchandise, often only enough for a few days of operation.

a) Economic order quantity

b) Just-in-time logistics

c) Reduction-inventory management

d) Limited inventory logistics.

x) Marketing logistics involves getting the right product to the right customer in the right place at the right time.

Which one of the following is not included in this process ?

a) Controlling the physical flow of goods, services and information

- b) Planning the flow of logistics information to meet customer requirements at a profit
- c) Gathering customer's ideas for new products
- d) none of these.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

- 2. Explain the evolution of Logistics management.
- 3. Discuss the concept and elements of Logistics Cost.
- 4. Difference between Supply Chain management and Logistics management.
- 5. Explain the pre-transaction and post-transaction elements of Customer Service in Logistics.
- 6. Explain the information functionality in Logistics.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

- 7. a) Explain how a Logistics System helps to optimize the utilization of resources for the organizational benefits.  
b) The ordering cost per order is \$100 and the price per unit charged by suppliers is \$3, the carrying cost for stock is 20% of the average stock value and the estimated usage per annum is 12000 units. Estimate the optimum number and size of order quantity.  $10 + 5$
- 8. "Models in logistics managements play a critical role in formulating decision making in selection of alternatives within an organization." Discuss.
- 9. a) Explain how logistics management has an impact on the bottom line or the ROI from the point of view of a

company.

b) Explain the Logistical Performance cycle and discuss the uncertainty which relates to the overall performance cycle. State the factors taken into consideration in designing the Order Delivery Cycle. 6 + 9

10. "An efficient logistic system provides competitive advantages to an organization". In light of this statement, explain

- a) Productivity value advantage matrix
- b) Value chain activities
- c) Gaining competitive advantage through logistics.

5 + 5 + 5

11. Write short notes on any *three* of the following : 3 × 5

- a) Logistics and Shareholders value
- b) Integrated Logistics
- c) Performance Measurement
- d) Components of Logistics Management Decision
- e) Benchmarking.