

SVKM's NMIMS

School of Distance Learning

Programme: DSCM/PGDSCM/ADSCM

Academic Year: 2011-2012

Subject: Logistics Management

Date: 30.12.2011

Semester II/III

Marks: 70

Time: 3.00 p.m to 6.00 p.m

Course old

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

Q.1 Write short on any 2 out of the following 4: (Marks: 10)

- a) Logistics
- b) Standard Operating Procedures (SOP)
- c) EOQ
- d) Bar Coding

Q.2 Attempt any 2 out of 5 (Marks: 10)

- a) Explain the concept of Multimodal transport
- b) Explain the term 'Codification'
- c) Explain the concept of Arrow's Channel strategy
- d) Define: E-Commerce
- e) Explain in brief the concept of cargo Space auctioning

Q.3 Attempt any 3 out of 5 (Marks: 30)

- a) Explain the different categories of material handling equipments.
- b) Explain the key factors in optimizing a logistics network
- c) Explain the critical factors that should be considered while designing a distribution channel network for insurance industry.
- d) Discuss the importance and role of proper demand forecasting and how it can impact the profitability and working capital in an organization.

e) Compare the merits & demerits of Air transportation vis a vis Road transportation.

Q.4 Answer the following questions (Marks: 20)
(All questions are compulsory, 10 marks each)

- a) Describe the modes of transportation available to a Distribution Manager?
- b) What are the main functions of warehousing manager?

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