

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: DSCM/PGDSCM

Academic year: 2012 – 2013

Subject: Logistics Management

Semester: II

Course New

Marks 70

Date: 14.07.2012

Time: 11.00 a.m. to 2.00 p.m.

**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.

**NB:**

1. Answer to each new question to be started on a fresh page
2. Figures in brackets indicates full marks

**Q.1 Attempt any 2 out of 3:**

**(Marks: 2X5= 10)**

- a) Write short note on importance of logistics
- b) Explain the advantage of multimodal transport
- c) Write short note on equipment handling

**Q.2 Write short notes. Attempt any 2 out of 5**

**(Marks: 2X5= 10)**

- a) Stockout frequency
- b) ASRS
- c) Transit Time
- d) Containerization
- e) Dedicated Freight Corridor

**Q.3 Attempt any 3 out of 5**

**(Marks: 3X10 = 30)**

- a) Explain the 5 P's of marketing as elements logistics of marketing mix.
- b) Why is motor carrier freight transport the most preferred method of product shipment ?
- c) Explain the importance of E-commerce.
- d) Explain the key components of customer service
- e) What is transit insurance? How the claim of transit insurance is made ?

**Q.4 Answer the following questions**

**(Marks: 2X10 = 20)**

- a) Identify when an organization should prefer road as a medium of transport over rail. Explain with the reasons.
- b) Explain the concept of supply chain management. Also explain its advantages

\*\*\*\*\*END\*\*\*\*\*