



QP CODE: 24027169



24027169

Reg No :

Name :

**B.COM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2024**

Third Semester

B.Com Model II Logistics Management

Optional Core - CO3OCT06 - INTRODUCTION TO LOGISTICS MANAGEMENT

2017 Admission Onwards

C1D8579D

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is meant by operational decisions ?
2. State two important elements of logistics.
3. What is meant by sourcing and procurement ?
4. State the hard objectives of logistics management.
5. Define the term process logistics.
6. What is meant by customer accommodation ?
7. What is meant by Implementation of logistical strategy ?
8. How the talent shortfalls affect logistics?
9. What is meant by IT-Outsourcing ?
10. State the four phases of outsourcing.
11. What is meant by customer value ?
12. What is meant by recycling ?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the relevance of logistics in internal marketing.
14. Explain the importance of retail logistics.
15. How the logistics framword helps the companies for earning profit ?
16. Explain the role of logistics management.





17. What is the role of logistics managers in strategic decision-making ?
18. How to design logistics strategy?
19. Which are the common functions to outsource?
20. What are the different levels of 4PL services ?
21. What are the factors affecting the customer perception of service quality ?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. What is meant by SCM and explain the objectives of SCM in detail ?
23. Write an essay about integrated logistics management.
24. Write an essay about different logistics management strategies.
25. Discuss the procedures for selecting 3PLs for a company.

(2×15=30)

