

(6 pages)

Reg. No. :

Code No : 7525

**Sub. Code : KBAE37/
PBAE3G**

M.B.A (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Third Semester

Business administration

DISTRIBUTION AND LOGISTICS MANAGEMENT

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Group of business take ownership title to Products facilitate exchange during the marketing process from original owner to final buyer.
 - (a) Alliance
 - (b) Group dynamics
 - (c) Storage
 - (d) Channel

2. They seldom take physical distribution of goods.
 - (a) Drop shippers
 - (b) Regular wholesalers
 - (c) Merchant middleman
 - (d) Retailers
3. The time that goods remain in the transportation equipment during delivery is known as.
 - (a) Lease space (b) Field warehousing
 - (c) Storage in transit (d) Bonding
4. _____ initiates and records in individual logistics activities.
 - (a) Management control
 - (b) Transaction system
 - (c) Decision analysis
 - (d) Strategic planning.
5. The numbers of different products or configuration that are offered by the distribution net work are.
 - (a) Customer experience
 - (b) Response time
 - (c) Product variety
 - (d) Product availability

6. Name the company that is in e-Business which is used to sell books.
- (a) Amazon (b) Wall mart
(c) Dell (d) P&G
7. EDI stand for
- (a) Efficient Data interplay
(b) Earned Dual Inlet
(c) Eu Duo Intio
(d) Electronic Data Interchange
8. Consumer packaging focuses on
- (a) Logistics emphasis
(b) Marketing emphasis
(c) Material disposal
(d) Unitization
9. _____ is used to control and identify goods shipped to particular countries.
- (a) Certificate of origin
(b) Bill of leading
(c) Consular invoice
(d) Transmittal letter

10. _____ goods cannot be removed from the warehouse unit the required taxes or duties are paid.
- (a) Dunnage and bracing
 - (b) COD collections
 - (c) Bonded
 - (d) Stock spotting

PART B — ($5 \times 5 = 25$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Infer the concept “Physical distribution”.
Or
(b) State the special features of services.
12. (a) What are the points to be considered while deciding the distribution mix?
Or
(b) Summarize the advantages of air transportation.
13. (a) Who is a wholesaler?
Or
(b) Identify the channel conflict management methods.

14. (a) Write a note on EDI.

Or

- (b) List out the challenges in integrated logistics management.

15. (a) Interpret the features of logistics.

Or

- (b) Deduce the role of containers in export of goods through sea.

PART C — ($5 \times 8 = 40$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the importance of physical distribution.

Or

- (b) Evaluate the key issues in the international marketing channels.

17. (a) Discuss the points to be considered in distribution resource planning.

Or

- (b) Analyze the pros and cons of sea transportation.

18. (a) Make an assessment of the unique functions of wholesalers.

Or

- (b) Examine the steps involved in the distribution channel management.

19. (a) Design an advanced order processing system for a company of your choice.

Or

- (b) Justify the usage of AI in logistics and distribution management.

20. (a) Outline the significance of application of network analysis in the context of logistics management.

Or

- (b) Devise a suitable conceptual model for logistics audit.
