



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – COMMERCE**

**FOURTH SEMESTER – APRIL 2022**

**17UCO4ES10 – LOGISTICS AND SERVICES MARKETING**

Date: 23-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART – A**

**Q. No Answer ALL questions:**

**(10 x 2 = 20 Marks)**

- 1 Define the term 'Logistics'.
- 2 Define 'Services'.
- 3 What is 'Zone of Tolerance'?
- 4 What is meant by cross training of employees?
- 5 State any two ways for external marketing of services.
- 6 What is 'Containerization'?
- 7 Give one difference between logistics and supply chain management.
- 8 What is third party logistics
- 9 List any four services
- 10 What do you understand by the term 'Expected Service'?

**PART – B**

**Answer any FOUR questions:**

**(4 x 10 = 40 Marks)**

- 11 Bring out the differences between logistics and supply chain management.
- 12 What is multimodal transport? Explain the features.
- 13 Explain supply chain organization structure with the key elements.
- 14 Briefly discuss the concept and importance of logistics.
- 15 State the characteristics of services.
- 16 Explain the importance of storage function with suitable examples.
- 17 Describe the strategies for shifting demand to match capacity when the demand is too low.

**PART – C**

**Answer any TWO questions:**

**(2 x 20 = 40 Marks)**

- 18 What are advantages and disadvantages of multimodal transport?
- 19 Examine the seven rights of customer services in customer service management.
- 20 Explain the principles of good routing and scheduling.
- 21 Describe the strategies for adjusting capacity.

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