



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2015

CO 5406 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Date : 13/11/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL questions

(10 x 2 = 20)

1. What are the main objectives of Business Logistics?
2. Why business organization needs the support of Third-Party Logistics Service?
3. Enumerate the importance of Customer Relationship Management in Logistics.
4. What is supply chain surplus?
5. Who is an internal customer and how differs from the external customer?
6. In what a customer enforces his 'right to response'?
7. Which do you advocate – rented space or leased space and why?
8. Bring out the uniqueness of 'multimodal transportation'?
9. How a Logistics Competitive Advantage is identified?
10. What is palletization?

SECTION – B

Answer any four questions

(4 x 10 = 40)

11. Bring out difference between Logistics and Supply Chain Management.
12. Highlight the importance of Supply Chain Relationship Management
13. Explain the impact of supply chain on the customer service.
14. What are the impediments that stand against the effective Customer Service Strategy?
15. Enumerate four basic reasons for using storage space/
16. 'Virtual warehousing is a boon to the present day logistics' - Explain.
17. Identify some of the salient features of Containerisation?

SECTION – C

Answer any TWO questions

(2 x 20 = 40)

18. Elucidate the salient features of Logistical Information System.
19. Explain the impact made by the Bullwhip effect on the various components of the supply chain
20. Give a brief account of the steps involved in Customer Service Strategic Management.
21. Highlight the role played by the Transportation in Logistics operation.
