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SEAT No. _____

SARDAR PATEL UNIVERSITY No. of Printed Pages : 1

[4]

B.B.A (International Business) Semester – IV

Code: UM04CBB04/F04

Subject: Logistic Management

Date: 11-04-2018

Time: 10:00A.M to 12:00A.M.

Wednesday

Total Marks: 60

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- Q-1 What is logistic Management? Explain its importance and objectives. 15
- OR**
- Q-1 Discuss the core activities of logistics. 15
- Q-2 Elaborate the relationship of logistics to Marketing and Production department. 15
- OR**
- Q-2 Discuss the importance of logistics in Export management. 15
- Q-3 What is warehousing? Explain its types. 15
- OR**
- Q-3 What is transportation? Discuss its principles and types. 15
- Q-4 Differentiate between Services and Product. And Explain the service response
logistic model. 15
- OR**
- Q-4 What are the Intermediaries in services response logistics? 15
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