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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
B. B. A.(IB) (FORTH SEMESTER) EXAMINATION
MONDAY, 08/04/2019.
10.00 a.m. to 12.00 p.m.
LOGISTIC MANAGEMENT (UM04CBBB04)

Total Marks: 60

NOTES- 1. Figures to the right indicate full marks of each question.
2. Answer should be precise and to the point.

- 1 What is Logistic Management? Discuss the Importance of Logistic Management in Modern Business World. 15
- OR
- 1(a) What are the activities that are considered in Logistic Management? 8
- (b) Outline the Objectives of Logistics Management. 7
- 2 "Logistics and marketing are complementary business operations that enable a company to ensure that it can offer the right products to the right customers in the right place." Discuss. 15
- OR
- 2(a) Explain the importance of Logistics in Export Management. 8
- (b) Explain the relationship of Logistics to Marketing and Production. 7
- 3(a) What are the elements of Logistics? Discuss the Principles and Modes of Transportation. 8
- (b) What is Packing and Utilization? Explain the various types of Packaging in Logistics activities. 7
- OR
- 3(a) "A warehousing is no longer a storage place, but a place that creates Value". Explain with benefits of Warehousing. 8
- (b) Write note on: Information and communication in Logistic Management. 7
- 4 What do you mean by Service Response Logistics? Narrate the role of the various Intermediaries in Service Response Logistics. 15
- OR
- 4 Write Note on:
- (a) Product V/s Services. 8
- (b) Service response Logistics Model. 7

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