



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2017

CO 5406 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Date: 13-11-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER ALL THE QUESTIONS:

10X2 = 20 Marks

1. Define the term “Logistics”.
2. Distinguish between 3rd Party Logistics (3PL) and 4th Party Logistics (4PL).
3. What do you mean by Global Supply Chain Management?
4. State any four importances of customer service in Supply Chain.
5. Draw a diagram indicating the different levels of participants in Supply Chain Management.
6. Comment on “Marketing Logistics”.
7. What is bonded warehouse?
8. Bring out the need of warehousing management system.
9. Why multimodal transport is required for transferring the goods?
10. When ‘Transport functionality’ will arise in supply chain management?

PART B

ANSWER ANY FOUR QUESTIONS:

4X10 = 40 Marks

11. Explain the concept and importance of logistics.
12. Distinguish between logistics and supply chain management.
13. Describe the role of channel agencies in supply chain management.
14. Depict the supply chain organization structure with the key elements.
15. Justify the effects of customer service strategy in logistics customer service management.
16. Highlight the role of shippers, consignee and the public.
17. Briefly explain the features of multimodal transport.

PART C

ANSWER ANY TWO QUESTIONS:

2X20 = 40 Marks

18. Make a critical analysis on the evolution of logistics and supply chain management.
19. Enumerate the causes of bull-whip effect in the supply chain management and provide remedial measures.
20. Examine the seven rights of customer services in customer service management.
21. Describe the advantages and disadvantages of multimodal transport.
