

B.B.A. (CBCS Pattern) Semester-VI  
**UCB6E01 - Logistics Management-II**

P. Pages : 1

Time : Three Hours



**GUG/W/24/13376**

Max. Marks : 80

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- Notes : 1. All questions are compulsory.  
2. All questions carry equal marks.

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|-----------|-------------------|---|----|
| 1.        | a)                | Explain the role of logistics in supply chain management.                     | 8  |
|           | b)                | State the modes of transportation.  | 8  |
| <b>OR</b> |                   |   |    |
|           | c)                | Discuss the definition, objectives and components of supply chain management. | 16 |
| 2.        | a)                | Explain the needs, importance of inventory.                                   | 8  |
|           | b)                | What are the functions of inventory?  | 8  |
| <b>OR</b> |                   |   |    |
|           | c)                | Discuss the policies & guide lines of inventory in details.                   | 16 |
| 3.        | a)                | Discuss how to creating competitive network.                                  | 8  |
|           | b)                | What is ware housing? Explain the objectives of ware housing.                 | 8  |
| <b>OR</b> |                   |   |    |
|           | c)                | Discuss the policies and regulations of ware-housing.                         | 16 |
| 4.        | a)                | Explain the strategies of marketing in politics.                              | 8  |
|           | b)                | Explain the Services marketing for higher education.                          | 8  |
| <b>OR</b> |                   |   |    |
|           | c)                | Discuss the need and objectives of logistics performances.                    | 16 |
| 5.        | Write short note. |   |    |
|           | a)                | Freight Management.   | 4  |
|           | b)                | Various costs in inventory.   | 4  |
|           | c)                | Transportation  | 4  |
|           | d)                | Levels of logistics performances.   | 4  |

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