

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – June 2025
Programme Name: BBA (LRE)
Semester: IV
Subject Code: UG31T3403

Subject Name: FUNDAMENTALS OF LOGISTICS

Date: 09.06.2025

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

ANSWER ALL- Ten MCQs of 01 Mark each – Choose the best option.

1. Which of the following best describes the objective of logistics management?
 - A) To reduce the number of employees in the supply chain
 - B) To minimize total cost while meeting customer service requirements
 - C) To maximize inventory levels at all distribution points
 - D) To eliminate the need for transportation

2. What is a key difference between logistics and supply chain management (SCM)?
 - A) SCM is limited to transportation and warehousing whereas logistics is only transport
 - B) Logistics focuses on internal processes, whereas SCM includes coordination between firms
 - C) Logistics deals only with raw materials
 - D) SCM excludes inventory management

3. Which of the following is not a typical cost associated with inventory?
 - A) Holding cost
 - B) Ordering cost
 - C) Stockout cost
 - D) Advertising cost

4. In a combined DRP/MRP system, what does DRP primarily focus on?
- A) Scheduling manufacturing operations
 - B) Managing raw material purchases
 - C) Distribution planning and inventory replenishment
 - D) Reducing labour costs
5. Which of the following is a primary goal of material handling systems in logistics?
- A) To increase product pricing
 - B) To reduce the need for warehousing
 - C) To minimize cost and improve efficiency in the movement of goods
 - D) To eliminate packaging processes
6. What does the concept of Total Logistics Cost primarily emphasize?
- A) Only the transportation expenses
 - B) Combining all logistics-related costs for strategic decision-making
 - C) Marketing and promotional costs
 - D) Profit margin analysis
7. Which of the following is a characteristic of a Logistics Information System (LIS)?
- A) Focuses only on marketing data
 - B) Operates independently from other supply chain components
 - C) Supports decision-making through timely, accurate logistics data
 - D) Primarily used for payroll processing
8. Which of the following is a transformational reason for logistics outsourcing?
- A) Reducing overhead costs
 - B) Accessing specialized capabilities and improving service levels
 - C) Managing seasonal demand fluctuations
 - D) Reducing staff count temporarily
9. What is the primary role of logistics in the distribution channel?
- A) To increase product design complexity
 - B) To enable efficient product flow from producer to consumer
 - C) To replace the marketing team
 - D) To store products indefinitely

10. Which of the following best defines reverse logistics?

- A) Moving goods from warehouse to stores
- B) The process of collecting returned goods and managing reuse or disposal
- C) Managing supplier relationships
- D) Outsourcing customer service

Section B

ANSWER ALL- Five Questions of 02 Marks each

- 11. Define "Integrated Logistics" and explain one objective of it.
- 12. List two types of inventory categorization and briefly explain one of them.
- 13. Define packaging and explain how it aids in Logistics function.
- 14. What are two key differences between internal and external logistics performance measurements?
- 15. List two value-added services provided by Third Party Logistics (3PL) providers and briefly explain one.

Section C

Seven Questions of 10 Marks each of **which any 05** questions to be answered.

- 16. Discuss how logistics management can provide a competitive advantage to a business. Illustrate your answer with relevant examples.
- 17. Explain the principles of logistics information and discuss the barriers to internal integration in logistics operations.
- 18. Discuss the framework and planning methods of inventory control. How do inventory classification systems assist in efficient inventory management?
- 19. Describe the role of warehousing in the logistics system. What are the key functions it performs in ensuring smooth supply chain operations?
- 20. Describe the objectives of a storehouse and explain the principles of store location and layout in logistics planning.
- 21. Explain how logistics performance is evaluated with reference to cost identification, and time frame? Why is total cost presentation important for decision-makers?

22. Elaborate on the benefits and challenges of long-term versus short-term logistics outsourcing. Provide examples to support your answer.

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