**MBOP-02**

**Fourth Semester Master of Business Administration (POM)**

**Examination Aug/Sep- 2015**

**Logistics Management**

**Time:-3Hours Max. Marks: - 75**

**SECTION-A**

**Answer any five questions. (5\*5)**

1. What is a message?
2. Write a brief note on integrated logistics.
3. Give a brief introduction of supply chain.
4. Write a short note on transport functionality.
5. What is UNCTAD’s mandate?
6. Comment on Customer Competitiveness.
7. Enlist the functions of warehousing.
8. What do you understand by logistics outsourcing?

**SECTION-B**

**Answer any two questions. (10\*2)**

1. Elaborate the concept of Logistic Management.
2. Enumerate the UNCTAD/ICC Rules for multimodal transport documents.
3. Write down the essence of logistics in marketing.

**SECTION-C**

**Answer any two questions. (15\*2)**

1. Explain various channel relationships in detail.
2. Write a detail note on Wiseman’s Strategic perspective view.
3. Enlist and describe the main objectives of logistics.