

(4)

9. Consider yourself as production manager and producing soaps at two different production units in India and exporting it, propose a plan for warehousing. 10

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Roll. No. _____

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B.B.A. (I.B.) (Fourth Semester)

Examination, 2015

INTERNATIONAL BUSINESS LOGISTICS

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Question No.1 is compulsory. Attempt four more questions, selecting one question from each Unit.

1. Write short notes on following: $3 \times 10 = 30$
- (a) Role of Primary Activities in Logistics.
 - (b) Forms of surface transport.
 - (c) Importance of Effective Transport System.
 - (d) Virtual Inventory.

(2)

- (e) Concept of Reverse Logistics
- (f) VED Analysis.
- (g) Concept of storage and handling system.
- (h) Leased Space as Storage alternative.
- (i) Importance of Carrying Cost.
- (j) Concept of Vehicle Routing.

Unit-I

- 2. What do you understand by "Logistics"? Discuss its growing importance in Modern Business. 10
- 3. "International Business Logistics has proven its contribution in Foreign Trade Promotion." Critically examine the statement. 10

Unit-II

- 4. Describe Pipeline / Network transport. Explain its merits and demerits. 10

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- 5. Discuss the role of Service choice in transport management and elaborate the characteristics of Service choices. 10

Unit-III

- 6. Describe the concept of Inventory and its importance in Logistics. Classify inventory problems in inventory management. 10
- 7. What do you understand by "Appraisal of Inventories"? Explain Pull inventory control technique. 10

Unit-IV

- 8. Discuss the growing importance of warehousing in modern business. How the Virtual warehousing is important for " On Line Shopping" vendors. 10

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P.T.O.