



**WEST BENGAL STATE UNIVERSITY**  
BBA Honours 6th Semester Examination, 2022

**BBAADSE10T-BBA (DSE3/4)**

**DISTRIBUTION AND LOGISTICS MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates are required to give their answers in their own words as far as practicable.*

**GROUP-A**

**Answer any *five* questions from the following**

**2×5 = 10**

1. Define Integrated Logistics.
2. What is Channel Relationship Management?
3. What is Inventory Flow?
4. What is Procurement Performance Cycle?
5. What is supply chain management?
6. What is Information Flow?
7. Define Multichannel Marketing System.
8. What do you mean by Channel Partner?
9. What is Channel Evaluation?
10. What is knowledge transfer capability?
11. What is Channel Management?
12. Define Logistics Management.
13. List the types of Packaging material.
14. What is Distribution Management?
15. What is Logistical Packaging?
16. What is vertical marketing system?

**GROUP-B**

**Answer any *four* questions from the following**

**5×4 = 20**

17. Write a short note on channel relationship management.
18. Discuss the importance of Logistics Management.

19. Distinguish between Logistics and Supply Management.
20. Write a short note on Total Logistics Costs.
21. Explain the main components of Logistics Mix.
22. Write a note on Logistical Packaging.
23. Explain the different types of Logistic activities.
24. Discuss Procurement performance cycle.
25. Explain the benefits offered by transportation.
26. Discuss the key issues in Packaging Decisions.
27. Discuss the objectives of Integrated Logistics System.

### GROUP-C

Answer any *two* questions from the following

10×2 = 20

28. Explain the determinants of designing logistical system.
29. Discuss the considerations in packaging.
30. Explain the details of barriers to integration.
31. Discuss the role of logistics in an economy like ours.
32. Explain the selection procedure of channel partners.
33. Discuss about manufacturing support performance cycle.
34. Explain organization structure of Integrated Logistics.
35. Discuss the competitive advantages enjoyed by Logistics.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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