School of Business
BBA
ETE - Jun 2023

Time : 3 Hours   Marks : 100

Sem IV - D1UA413T - LoGIStics and Distribution Management
Your answer should be specific to the question asked
Draw neat labeled diagrams wherever necessary

1.	Explain the three important functions of logistics management.	K2 CO2 (5)
2.	Discuss practices of supply chain agility.	K2 CO2 (5)
3.	Discuss the and roles of logistics in the distribution management.	K2 CO1 (5)
4.	From the example given below, identify the type of warehouse and provide justification for the answer.	K4 CO3 (10)

     a. Steel Authority of India (SAIL) warehouses
     b. Food Corporation of India (FCI) warehouses
     c. Om Logistics (3PL) warehouse
     d. Maruti Suzuki finished goods warehouse
     e. Central warehousing corporations Ltd. (CWC) warehouses.

OR

	Compare warehouse and distribution centre in terms of roles and functions, and distinguish their working with example.	K4 CO3 (10)
5.	Explain the role of outbound logistics in the supply chain.	K2 CO2 (10)
6.	Discuss the sustainability in logistics management and examine its contribution to sustainable development.	K4 CO3 (10)
7.	Describe the role and functions of distribution channel in distribution logistics.	K3 CO3 (10)
8.	Develop seven important warehouse performance measures/ key performance indicators with formulae and assess their effectiveness in monitoring and controlling the warehouse performance.	K5 CO4 (15)
9.	Design a distribution channel for consumer durables and illustrate its working.	K5 CO4 (15)

OR

	Design a distribution channel for pharmaceutical products and explain its working.	K5 CO4 (15)

10. NewBusiness Logistics (NBL) is a 3PL company and its main hub is located at Greater Noida. It K4 CO4 (15)
serve the customers from Greater Noida, Noida, Ghaziabad, Delhi. Over the last few months,
NBL had witnessed an impressive growth in business in terms of volume and customer base.
Mr. Kapoor, Logistics Manager is facing the challenge of reaching the new customers and timely
deliveries. He need to revisit its logistics network design. Mr. Kumar is appointed Transportation
incharge who should study the current practice and find a solution to reduce the transport cost
and timely delivery.
Mr. Kumar visited all customer locations and collected the data in terms of coordinates and
distances from the main hub to 5 Customer Location (A, B, C, D, E, F) given in Table below.
Q: You are required to recommend shortest route using Nearest Neighbour Procedure and
sequence of customers and total distance covered.

	HUB	A	B	C	D	E	F
HUB	-	8	12	7	4	15	22
A	7	-	9	12	10	8	18
B	8	8	-	6	9	12	7
C	7	11	6	-	13	15	11
D	4	10	8	13	-	7	8
E	14	8	11	15	8	-	12
F	20	16	9	12	8	13	-