

ADMISSION NUMBER									

**School of Business**  
**Bachelor of Business Administration**  
**Mid Term Examination - May 2024**

**Duration : 90 Minutes**  
**Max Marks : 50**

**Sem IV - D1UA413T - Logistics and Distribution Management**

General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) A small business is expanding its operations and considering outsourcing its logistics functions to a third-party provider. Identify the potential benefits and drawbacks of utilizing third-party logistics (3PL) services in this scenario. K3 (6)
  
- 2) ABC Manufacturing Company is facing stiff competition from rivals in the electronic gadgets market. To gain a competitive advantage, the company is exploring ways to improve its distribution logistics. Plan a distribution logistics that can contribute to ABC's competitive edge. K3 (9)
  
- 3) Most of the transportation booking is less than a truck load which require consolidation. Examine the application and impact of economy of scale principle in transport operation and pricing. K4 (4)
  
- 4) ABC transportation company operates in a highly competitive market, where customers demand customised transportation solutions tailored to their specific needs. Examine the suitability of transportation mode for various types of cargo and delivery requirements to ensure optimal mode selection while meeting customer expectations and maintaining profitability. K4 (8)
  
- 5) NextGen is a transportation and logistics company serving a diverse range of industries. As part of its commitment to sustainability, the firm want to integrate environmentally friendly practices into its transportation operations. Examine the potential challenges and benefits of implementing sustainability initiatives within the company's transportation network to achieve sustainability and carbon footprint reduction. K4 (8)
  
- 6) Safex Logistics, a prominent logistics firm specializing in freight management, is reevaluating its transportation strategy to adapt to changing market dynamics and meet evolving customer needs. Recommend a transportation strategy to increase operational efficiency. K5 (5)
  
- 7) A leading manufacturer of electronic appliances, is reevaluating its distribution channel design to optimize its reach and efficiency in serving customers. Firm have diverse product portfolio and expanding market opportunities. Decide a comprehensive distribution channel design taking into account factors such as channel selection, channel structure, and channel management. K5 (10)