

**Subject Name: Introduction to Logistics Management**  
**Subject Code: 25BBA181T**

**Max. Marks: 25**  
**Time: 1:30 Hrs.**

**Instructions**

1. All questions are compulsory

CO #	Cognitive Ability	Course Outcome
CO1	<b>Remember</b>	Define basic concepts of logistics.
CO2	<b>Understand</b>	Explain the functions of logistics management.
CO3	<b>Apply</b>	Identify role of logistics in global economy.
CO4	<b>Analyse</b>	Examine the elements and phases of customer service

<b>Q1.</b>	<p style="text-align: center;"><b>Match the Pairs of Group ‘A’ with Group ‘B’ ( 5 Marks )</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Group ‘A’</th> <th style="text-align: center;">Group ‘B’</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1. Inbound Logistics &amp; Outbound Logistics</td> <td style="text-align: center;">a) The physical movement of goods from one point to another.</td> </tr> <tr> <td style="text-align: center;">2. Transportation</td> <td style="text-align: center;">b) Storing goods and materials</td> </tr> <tr> <td style="text-align: center;">3. Warehousing</td> <td style="text-align: center;">c) A strategic approach where one external service provider manage and integrates entire supply chain</td> </tr> <tr> <td style="text-align: center;">4. Third Party Logistics ( 3 PL )</td> <td style="text-align: center;">d) Primary activity in the generic value chain for logistic.</td> </tr> <tr> <td style="text-align: center;">5. Four Party Logistics ( 4 PL)</td> <td style="text-align: center;">e) Outsourcing of Operational logistic activities to an external provider</td> </tr> </tbody> </table>	Group ‘A’	Group ‘B’	1. Inbound Logistics & Outbound Logistics	a) The physical movement of goods from one point to another.	2. Transportation	b) Storing goods and materials	3. Warehousing	c) A strategic approach where one external service provider manage and integrates entire supply chain	4. Third Party Logistics ( 3 PL )	d) Primary activity in the generic value chain for logistic.	5. Four Party Logistics ( 4 PL)	e) Outsourcing of Operational logistic activities to an external provider	<b>CO1</b>
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<b>Q.2</b>	<p>a) <b>Explain the concept of logistics management with an example. (5 Marks)</b></p> <p style="text-align: center;"><b>Or</b></p> <p>b) <b>Summarize how logistics adds value to business operations. (5 Marks)</b></p>	<b>CO2</b>												
<b>Q.3</b>	<p>a) <b>Apply logistics concepts to improve customer satisfaction. (5 Marks)</b></p> <p style="text-align: center;"><b>Or</b></p> <p>b) <b>Use Lean logistics principles to reduce waste in delivery. (5 Marks)</b></p>	<b>CO3</b>												

<b>Q.4</b>	<b>a) Demonstrate how outsourcing improves service level.</b> <b>Or</b> <b>b) Apply reverse logistics in handling returned products.</b>	<b>(5 Marks)</b> <b>(5 Marks)</b>	<b>CO3</b>
<b>Q.5</b>	<b>a) Analyze how logistics integrates with finance functions.</b> <b>Or</b> <b>b) Analyze the differences between inbound and outbound logistics.</b>	<b>(5 Marks)</b> <b>(5 Marks)</b>	<b>CO4</b>

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