

AQ-1340

on its part pursuing with different countries to boost export of oranges in specific and fruits and its processed products in general.

Fruit Traders Association in various neighbouring countries also keen on setting up logistical facilities required for these types of product.

- (a) What are the barriers faced by association in its export trade ? Explain. 7
- (b) Discuss logistical infrastructure required for international trade of such type of products. 7

### M.B.A. (Semester—II) Examination

### LOGISTIC MANAGEMENT

### Paper—MBA-207

Time—Three Hours]

[Maximum Marks—70

### SECTION—A

1. (a) What is Logistics Management ? Explain what is meant by “Logistics/Production Interface”.  
7+7=14

OR

- (b) Explain what is meant by “Performance measures for customer service.” Discuss each performance measures in the context of logistics management.  
4+5+5=14

### SECTION—B

2. (a) What is warehousing ? Discuss the role of warehousing in material management. 7
- (b) An electronics based company want to become fully automated in their manufacturing operations. Suggest the recent trends in managing material flow with the justification and its importance. 7

OR

(c) Discuss the different logistic costs associated with logistic activities. 7

(d) It is expected from the wholesalers to maintain adequate inventory and deliver goods in time, on the other hand wholesalers expect retailers to honour payment agreements and keep them informed of inventory needs. As a channel management expert what issues you find important to develop co-operation and avoid future conflict ? 7

(a) Discuss different intermodal combination available for transportation. Give suitable example. 7

(b) Recently, Best Price (Modern Wholesale) retail chain by Bharti-Walmart Venture established in Amravati City specifically for retailers. You as a logistics manager, while making transportation related decisions (out bound), using model of Direct Store Delivery, what are various factors your will take into consideration ? 7

**OR**

(c) Briefly explain 'Direct shipping with Milkruns' transportation network. 7

(d) "Tradus dot com" giving the home delivery from different centres to customers premises. To keep

the reliability in services intact, suggest the different determinants company should take care of. 7

### **SECTION—C**

4. (a) How material handling helps to improve the performance of logistics ? Discuss. 7

(b) "Packing can generally categorized in consumer packaging and industrial packaging. In both type of packaging their is a scope of reduction in weight density of the products which reduces transportation cost and support more protection to the product." Discuss. 7

**OR**

(c) What is meant by protective packaging ? 7

(d) Explain various components of cost of inventory. 7

### **SECTION—D**

5. India is a major source of oranges to the world market. Orange growers association is established to address different problems related to plantation and marketing. Association constantly pursuing Indian government to enter into bilateral agreement with countries around India to increase export of oranges. Indian government