

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: BBA - LSCM] [Semester: IV] [Batch:2019-22]				
Course Title: Distribution and Transportation Management			Max Marks: 100	
Course Code: BSB02T2003			Time:3 Hrs.	
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks) 5 Marks each				
1.	Describe five main objectives of physical distribution.	K1/K2	CO1	5
2.	Explain the importance of physical distribution.	K1/K2	CO2	5
3.	Discuss the various cost component in transportation.	K1/K2	CO2	5
SECTION-B(40 Marks) 10 Marks each				
4.	Explain the key activities of physical distribution and logistics with example.	K1/K2	CO1	10
5.	Compare the roadway, seaway and airway modes of transportation in terms of cost, speed, and damage of goods.	K3/K4	CO2	10
6.	Examine the application of Economy of Scale and Economy of Distance principles in transportation management.	K3/K4	CO3	10
7.	Analyse the role of Distributors in distribution logistics with example. OR Analyse the role of Retailers in distribution logistics with example.	K3/K4	CO4	10
SECTION-C (45 Marks) 15 Marks each				
8.	Describe various factors influencing freight cost and apply two transportation pricing strategies.	K3/K4	CO3	15
9.	Compare the automated Materials Handling Equipment AGV and AS/RS.	K5/K6	CO4	15
10	Evaluate the role of information technology in physical distribution logistics. OR Evaluate the application of Industry 4.0 technologies in physical distribution logistics.	K5/K6	CO5	15