

[14]

SC
No. Of Printed Pages: 1

SARDAR PATEL UNIVERSITY
B.B.A (Foreign Trade) Semester – IV
Code: UM04CBBF04
Subject: Logistic Management

Date: 11-04-2016

Time: 10:30 A.M to 12:30 P.M.

Total Marks: 60

-
- Q-1 (a) Define the term logistic management. Give its activities with suitable example 08
- (b) Explain the importance of logistic management 07
- OR
- Q-1 What are the objectives of logistic Management? 15
- Q-2 (a) Explain the relationship of logistic to marketing point of view. 08
- (b) What is production in context to logistic management? 07
- OR
- Q-2 Give the importance of logistic in export management with appropriate example. 15
- Q-3 (a) What is transportation? Explain its principles 08
- (b) Give the types of packaging. 07
- OR
- Q-3 (a) Discuss the benefits of warehousing. 08
- (b) Discuss the principles of the logistic information and communication. 07
- Q-4 Differentiate Product V/S Services 15
- OR
- Q-4 (a) Give service response logistic model 08
- (b) Explain the intermediately in service response logistic. 07

$X \neq X = X$