

DSCM 03

Distribution & Supply Chain Management

Total No. of printed pages: 1

Roll No. _____

Maximum Marks: 30

Total No of Question: 3 out of 5
To be solved

Duration: 2 Hrs.

- 1) Why does automation of order processing system represent such an attractive opportunity for improving customer service? How is this service improvement accomplished?
- 2) What are time utility and place utility? How does the Transport function adds utility to products?
- 3) What are the differences between private and public warehousing? What are the advantages and disadvantages in each type?
- 4) What is meant by intensive, exclusive, and selective distribution? Give examples illustrating when each would be an acceptable strategy?
- 5) How does logistics strategic planning process interface with the marketing strategic planning process?