

SVKM's NMIMS University
School of Distance Learning

Distribution & Logistics Management

Date: 20.12.2007
Time: 11.00 to 2.00

Marks: 100

Note : Answer any five (5) questions. All questions carry equal marks.

1. (a) "Customer Retention" reflects the level of customer service, a business provides to its customers. Do you agree?
(b) Explain cost benefit of customer service.
2. In recent time, logistics management has expanded into the realm of supply chain management. Explain and discuss.
3. Managing inventory in any business, poses two probabilities : either you have "excess stock built-up" or "a stock out". How this occurs and how do you manage the inventory to avoid such occurrences?
4. Work out as indicated.

(a) Two years moving average series :

Year	Sales
2000	500
2001	700
2002	800
2003	400
2004	600
2005	200

(b) Forecast quantity for the month of July employing exponential smoothing technique.

Period	Sales
Jan	400
Feb	600
Mar	300
Apr	500
May	700
Jun	500

Assign simple weightage : 1, 2, 3, 4, 5, 6

5. What are the considerations in designing a warehouse?
6. Explain the procedure for booking consignment by road transport.
7. What is the codification and what are its benefits?
8. What is a channel of distribution and what are the major considerations in designing distribution channel?
9. Write short notes on any two :
(1) EOQ (2) Efficient vehicle utilization
(3) DRP (Distribution resource planning) (4) JIT
10. In raising commercial documents, you often come across Central Excise and VAT. What are these terms. Explain their application.