



*L. Sambal*

**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD)  
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

**Bachelor's Degree Examination –November 2024**  
**V Semester**

**Class : III UG**  
**Major : BBA Retail Management**

**Time: 3 Hours**  
**Max. Marks: 100**

**21BREC19 Logistics and Warehouse Management**

**Course Outcomes:**

- CO1: Understand logistics and supply chain management and its advantages.  
CO2: Conceive the integrated logistics for the movement of goods.  
CO3: Leverage the suppliers to supply chain management in an effective way.  
CO4: Analyse the impact of forecasting in the context logistics & supply chain management.  
CO5: Determine supply chain keeping in view the warehouse facility.

**PART A**

**10 x 1 = 10**

**Choose the Correct Answer**

1. What is the primary objective of retail logistics? CO1 K1
  - a. Increasing production speed
  - b. Enhancing product design
  - c. Streamlining the flow of goods from suppliers to consumers
  - d. Reducing employee turnover
2. Which type of logistics focuses on managing the movement of finished goods from manufacturers to retailers? CO1 K1
  - a. Inbound logistics
  - b. Outbound logistics
  - c. Reverse logistics
  - d. Green logistics
3. The Logistics Performance Cycle includes CO2 K2
  - a. Supplier management
  - b. Only transportation and warehousing
  - c. Marketing and sales activities
  - d. Activities from order placement to delivery
4. What does EDI facilitate? CO2 K2
  - a. Manual order entry
  - b. Electronic exchange of business documents
  - c. Physical delivery of goods
  - d. Customer relationship management
5. Which of the following is NOT a function of a warehouse? CO3 K1
  - a. Storage
  - b. Order picking
  - c. Packaging
  - d. Production
6. Warehousing costs typically include\_\_\_\_\_ CO3 K2
  - a. transportation cost
  - b. Marketing cost
  - c. Storage and labor cost
  - d. Production and advertising cost
7. What is a characteristic of an ideal warehouse? CO4 K-2
  - a. Limited technology use
  - b. High employee turnover
  - c. Adequate space
  - d. Minimal inventory tracking
8. The role of government in warehousing includes CO4 K2
  - a. Providing regulations and support
  - b. Designing warehouse layouts
  - c. Managing warehouse inventory
  - d. Setting up warehouse operations
9. What is the primary characteristic of the dropshipping model in e-commerce? CO5 K1
  - a. Products are manufactured in-house and shipped directly to customers.
  - b. Retailers hold inventory and manage warehousing operations.
  - c. Products are shipped from the supplier to the customer without the retailer handling the goods.
  - d. Retailers purchase products in bulk and store them in a central warehouse.
10. What is the role of ICT applications in a warehouse? CO5 K2
  - a. To manage customer service
  - b. To automate and streamline warehouse operations
  - c. To handle financial accounting
  - d. To create marketing strategies

**Part B**

**5 x 6 = 30**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

- 11.a. Discuss the types of retail logistics. CO1 K2  
(or)
- 11.b. Discuss the contributions of logistics to the economy. CO1 K2
- 12.a. Outline and explain the key stages in a customer order cycle. CO2 K1  
(or)
- 12.b. Define EDI and its impact on logistics and supply chain management. CO2 K3
- 13.a. Identify the objectives of a warehouse and its evolution over time. CO3 K2  
(or)
- 13.b. Explain the role of a warehouse manager in warehouse operations and efficiency. CO3 K4
- 14.a. Discuss the factors influencing the location of a warehouse. CO4 K3  
(or)
- 14.b. List the characteristics of an ideal warehouse. CO4 K2
- 15.a. Illustrate the concept of Direct Store Delivery and its benefits. CO5 K3  
(or)
- 15.b. Identify potential health and safety risks at a warehouse and measures to mitigate these risks. CO5 K4

**Part C**

**5 x 12 = 60**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

- 16.a. Analyze the components of the logistics mix and how they interact to ensure effective logistics management. CO1 K4  
(or)
- 16.b. Describe the various logistics service providers and their roles in the supply chain. CO1 K3
- 17.a. Examine the logistical performance cycles and their significance. CO2 K4  
(or)
- 17.b. Compare the different types of e-fulfillment models and their effectiveness in meeting customer demands. CO2 K5
- 18.a. Design a warehouse layout and how this design can enhance operational efficiency. CO3 K6  
(or)
- 18.b. Describe the features of a Warehousing Management System and its components. CO3 K4
- 19.a. Outline the steps involved in setting up a warehouse and its key considerations. CO4 K2  
(or)
- 19.b. Discuss the principles of world-class warehousing. CO4 K5
- 20.a. Assess the process of retail product assortment planning and explain its importance for retail success. CO5 K4  
(or)
- 20.b. Evaluate the role of various ICT applications in a warehouse in improving warehouse efficiency and accuracy. CO5 K5

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