



BBA-R 108

BBA IInd SEMESTER EXAMINATION, 2024-25

Bachelor of Business Administration-Retail

(Retail Logistics Management)

(4+0)

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Paper ID

(To be filled in the
OMR Sheet)

5813

Date (तिथि) : _____

अनुक्रमांक (अंकों में) :

Roll No. (In Figures) :

अनुक्रमांक (शब्दों में) :

Roll No. (In Words) : _____

Time : 1:30 Hrs.

समय : 1:30 घण्टे

Max. Marks : 75

अधिकतम अंक : 75

नोट : पुस्तिका में 50 प्रश्न दिये गये हैं, सभी प्रश्न करने होंगे। प्रत्येक प्रश्न 1.5 अंक का होगा।

Important Instructions :

1. The candidate will write his/her Roll Number only at the places provided for, i.e. on the cover page and on the OMR answer sheet at the end and nowhere else.
2. Immediately on receipt of the question booklet, the candidate should check up the booklet and ensure that it contains all the pages and that no question is missing. If the candidate finds any discrepancy in the question booklet, he/she should report the invigilator within 10 minutes of the issue of this booklet and a fresh question booklet without any discrepancy be obtained.

महत्वपूर्ण निर्देश :

1. अभ्यर्थी अपने अनुक्रमांक केवल उन्हीं स्थानों पर लिखेंगे जो इसके लिए दिये गये हैं, अर्थात् प्रश्न पुस्तिका के मुख्य पृष्ठ तथा साथ दिये गये ओ०एम०आर० उत्तर पत्र पर, तथा अन्यत्र कहीं नहीं लिखेंगे।
2. प्रश्न पुस्तिका मिलते ही अभ्यर्थी को जाँच करके सुनिश्चित कर लेना चाहिए कि इस पुस्तिका में पूरे पृष्ठ हैं और कोई प्रश्न छूटा तो नहीं है। यदि कोई विसंगति है तो प्रश्न पुस्तिका मिलने के 10 मिनट के भीतर ही कक्ष परिप्रेक्षक को सूचित करना चाहिए और बिना त्रुटि की दूसरी प्रश्न पुस्तिका प्राप्त कर लेना चाहिए।

1. _____ Advices ship owner on various port details.
 - (A) Ship agent
 - (B) Stevedores
 - (C) Freight Forwarder
 - (D) Captain

2. The word Logistics is derived from _____ word.
 - (A) Greek
 - (B) Latin
 - (C) Spanish
 - (D) English

3. Logistics grew from _____ during world war II.
 - (A) Airforce
 - (B) Military
 - (C) Commerce
 - (D) None of these

4. Place utility created in _____.
 - (A) Operative function
 - (B) Logistics function
 - (C) Distribution function
 - (D) Production function

5. The concept value chain is coined by _____.
- (A) Peter Drucker
 - (B) Michael Porter
 - (C) Malcom McLearn
 - (D) None of these
6. Inbound Logistics is a _____ activity of a value chain.
- (A) Support
 - (B) Primary
 - (C) Secondary
 - (D) Final
7. The process use to persuade clients to purchase from you instead of your competitors in value chain :
- (A) Outbound Logistics
 - (B) Marketing and sales
 - (C) HRM
 - (D) None of these
8. The basic goal of _____ is to achieve maximum turnover while satisfying customer commitments.
- (A) Inventory management
 - (B) Procurement
 - (C) Network Design
 - (D) Technology

9. _____ is a planned space for the storage and handling of goods and material.
- (A) Depot
 - (B) Warehouse
 - (C) Storage place
 - (D) Container
10. _____ is a multi-step operational supply chain management (SCM) process used to create reliable forecasts.
- (A) Demand planning
 - (B) Aggregate planning
 - (C) Forecasting
 - (D) None of these
11. SKU stands for :
- (A) Stock Keeping Unit
 - (B) Store Keeping Unit
 - (C) Strong Key Unit
 - (D) Stock Kind Unit
12. _____ serves as the connection between various stages of supply chain.
- (A) Technology
 - (B) Information
 - (C) Production
 - (D) Inventory

13. In _____ process execution is initiated in response to a customer order.
- (A) PULL
 - (B) PUSH
 - (C) Forward
 - (D) Upward
14. _____ is the order quantity that minimizes total inventory holding cost and ordering cost.
- (A) EOQ
 - (B) ERP
 - (C) BPR
 - (D) EPM
15. Which of the following statements is true ?
- (A) Logistics and supply chain are same
 - (B) Logistics is a subset of supply chain
 - (C) Physical distribution and logistics are the same
 - (D) Transportation and logistics are same
16. Current trend in supply chain, there has been a shift in the power structure in a chain towards :
- (A) Retailers
 - (B) Manufacturer
 - (C) Supplier
 - (D) Customer

17. Ensures the services policies and programs are in the place to satisfy customer needs and deliver them in a cost-efficient manner.
- (A) Customer service management
 - (B) Service Management
 - (C) Customer Service
 - (D) Cost-efficient
18. Sourcing activities, strategic selection of goods and service that is important in an organization :
- (A) Procurement
 - (B) Purchasing
 - (C) Order taking
 - (D) Order processing
19. Process where purchasing determines the most appropriate sources of products, materials and services.
- (A) Negotiation
 - (B) Supplier selection
 - (C) Vendor selection
 - (D) Negotiation and Bidding
20. The customer value chain is a _____ function of HRM.
- (A) Support
 - (B) First
 - (C) Final
 - (D) Not related

21. Which of the following is not an area to responsibility for a logistics manager?
- (A) Inventory
 - (B) Marketing
 - (C) Warehousing
 - (D) Purchasing
22. _____ includes design and administration of system to control the flow of material, WIP and finished inventory to support business and strategy.
- (A) Logistics Management
 - (B) Materials Management
 - (C) Bill of material
 - (D) None of these
23. Which of the following is not a component of 4PL ?
- (A) Control Room
 - (B) Resource Providers
 - (C) Information
 - (D) Recycling
24. The first thing that the consumer will notice about the product is the _____ of the product.
- (A) Price
 - (B) Packaging
 - (C) Expiry Date
 - (D) Bar code
25. Properly designed _____ helps in reducing total logistical cost.
- (A) Logistics
 - (B) Warehouse
 - (C) Distribution
 - (D) Logistical Network

26. The objective of performance measure is to achieve a _____.
- (A) Benchmark
 - (B) Perfect distribution
 - (C) Perfect order
 - (D) Goal
27. _____ involves streamlining the distribution process in terms of physical and information efficiency.
- (A) Technical Integration
 - (B) Channel Integration
 - (C) Channel Hierarchy
 - (D) Vertical Marketing System
28. Time utility is created by _____.
- (A) Operation function
 - (B) Logistics function
 - (C) Distribution function
 - (D) Procurement function
29. The term _____ refers to any idle resources that can be put to some future use.
- (A) Inventory
 - (B) Warehousing
 - (C) Logistics
 - (D) Procurement

30. 3-PL stands for :
- (A) Three Point Logistics
 - (B) Third Party Logistics
 - (C) Three Point Location
 - (D) The Party Logistics
31. Which of the following is the primary goal of logistics strategy ?
- (A) To minimize inventory
 - (B) To ensure timely and cost-effective delivery of goods
 - (C) To increase production capacity
 - (D) To reduce the number of supplier
32. The term "Just-In-Time" JIT in logistics refers to :
- (A) Increasing the amount of inventory on hand
 - (B) Reducing Lead time and ensuring materials are delivered just before they are needed
 - (C) Minimize transportation cost
 - (D) None of the above
33. What is the primary goal of customer service ?
- (A) To resolve customer complaints
 - (B) To ensure customers are satisfied
 - (C) To increase sales
 - (D) To reduce operational cost

34. Which of the following is not an essential skill for customer service representative ?
- (A) Patience
 - (B) Active Listening
 - (C) Technical expertise
 - (D) Aggressiveness in selling
35. Which of the following is the primary purpose of packaging in Logistics ?
- (A) To increase the product price
 - (B) To protect the product during transportation and storage
 - (C) Both of the above
 - (D) None of the above
36. What is the term for the process of planning and controlling the movement of goods from origin to destination ?
- (A) Distribution
 - (B) Packaging
 - (C) Logistics
 - (D) Inventory management
37. Which of the following packaging materials is most commonly used for fragile products ?
- (A) Cardboard
 - (B) Bubble wrap
 - (C) Aluminum foil
 - (D) Wood

38. Which of the following is an example of sustainable packaging used in Logistics ?
- (A) Polystyrene foam
 - (B) Biodegradable plastic
 - (C) Single use plastic
 - (D) Non-recyclable cardboard
39. Which of the following is NOT considered one of the seven types of waste (MUDA) in lean thinking ?
- (A) Overproduction
 - (B) Waiting
 - (C) Motion
 - (D) Forecasting
40. In lean thinking “KAIZEN” refers to :
- (A) A method of increasing production speed
 - (B) A continuous improvement approach involving all employees
 - (C) The elimination of all inventory
 - (D) A tool for analyzing customer needs
41. The 5S methodology in lean strategy focuses on which of the following ?
- (A) Planning
 - (B) Standardization
 - (C) Organization and cleanliness
 - (D) Employee motivation

42. Which of the following is an essential component of integrated logistics management ?
- (A) Product differentiation
 - (B) Warehousing and inventory management
 - (C) High-quality packaging only
 - (D) Outsourcing customer service
43. Which of the following is NOT a key objective of Integrated Logistics Management ?
- (A) Efficient transportation
 - (B) Reduced operational cost
 - (C) Fragmented supply chain operations
 - (D) Increased customer satisfaction
44. In Agile methodology, what is a “SPRINT” ?
- (A) A meeting to discuss long-term planning
 - (B) A short focused work period
 - (C) A final phase in a project
 - (D) A strategy for reducing project costs
45. Which of the following Agile frame works uses the term “Scrum” ?
- (A) Lean
 - (B) Six Sigma
 - (C) Karban
 - (D) Scrum is itself an agile framework
46. If for any reason the cargo cannot be delivered at destination, the ship owner is entitled to get _____.
- (A) Dead Freight
 - (B) Back Fright
 - (C) Advance Fright
 - (D) Lumpsom Fright

47. DRP stands for :
- (A) Distribution Requirement Planning
 - (B) Dividend Requirement Planning
 - (C) Distribution Resource Planning
 - (D) Distribution Reverse Planning
48. Toyoto supply chain is characterized by :
- (A) Long-term relationship with suppliers
 - (B) Long-term relationship with employees
 - (C) Both of the above
 - (D) None of the above
49. _____ defines logistics is concerned with getting product and service where they are needed and when they desired.
- (A) Philip Kitter
 - (B) Denald J. Bowersox
 - (C) American Council
 - (D) John Dockless
50. Transportation Network is a realization of a :
- (A) Global network
 - (B) Spatial network
 - (C) Graph network
 - (D) Model network
