



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com.DEGREE EXAMINATION – COMMERCE**

**FOURTHSEMESTER – APRIL 2018**

**16UCO4ES10- LOGISTICS AND SERVICES MARKETING**

Date: 25-04-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART A Answer all the questions (10 x 2 marks = 20 marks)**

1. Bring out the basic objective of the supply chain management.
2. Who are the main participants in the supply chain process?
3. What is the relevance of managing the supply chain relationship?
4. Enumerate two uniqueness of containerization as the mode of material handling.
5. What is time window?
6. What is meant by cross training of employees?
7. Mention any two hospitality service providing companies.
8. State any two ways for external marketing of services.
9. List out any four services.
10. What is meant by the term 'expected service'?

**PART B Answer any four of the following questions (4x10 marks = 40 marks)**

11. Differentiate supply chain management from logistics.
12. Describe the importance of the storage function.
13. Explain the concept of multimodal transportation.
14. Explain the factors affecting quality gaps.
15. Describe the characteristics of services.
16. Explain the ways for effectively managing service marketing.
17. Describe the strategies for shifting demand to match capacity when the demand is too low.

**PART C Answer any two of the following questions (2x20 marks = 40 marks)**

18. Elucidate the vital role played by the transportation industry in the supply chain process.
19. Explain the strategies for adjusting capacity.
20. Describe the various customer service strategies in detail.
21. Describe the rights of customers.