



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION –COMMERCE

FOURTH SEMESTER – APRIL 2019

17/16UCO4ES10– LOGISTICS AND SERVICES MARKETING

Date: 08-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the questions:

(10X2 Marks =20)

1. Define the term 'Supply Chain Management'.
2. Write a note on (a) 3PL and (b) 4PL.
3. Draw the structure of supply chain organization.
4. Differentiate between goods marketing and service marketing.
5. Who are the participants in supply chain?
6. What are the elements of good customer service?
7. List out the steps involved in designing and delivering the Customer Service Strategy.
8. Bring out the principles of warehousing.
9. What is transport functionality? List out the principles of transport functionality.
10. Enlist the benefits of warehousing.

PART B

Answer any FOUR questions:

(4x10 Marks =40)

11. Differentiate between Logistics and Supply Chain Management.
12. Briefly explain the concept of service marketing triangle.
13. In brief, present the concept of service marketing mix.
14. What is supply chain relationship management? Brief its components.
15. What is internal marketing? How it differs from the external orientation.
16. How the demand and supply is managed through capacity planning and segmentation in service marketing?
17. Brief out the concept and features of multi-model transport.

PART C

Answer any TWO questions:

(2X20 Marks = 40)

18. Elucidate the evolution of logistics and supply chain management in detail.
19. Classify and explain the different types of services prevalent in the service marketing.
20. Define the term 'Customer Service'. Elucidate the Seven R's of Customer.
21. What is service quality gap? Explain the factors and techniques for resolving the gaps.
