

**M.TECH DEGREE EXAMINATION**  
**Model Question Paper**  
**First Semester**  
**Specialization: Industrial Engineering and Management**  
**MMEIM 105.2 MARKETING LOGISTICS (Elective-I)**  
(Regular 2013 Admission)

Time: Three Hours

Maximum: 100 Marks

*Answer all questions.*  
*Each full question carries 25 marks.*

1. (a) Describe inbound and outbound Logistics?  
(b) Explain the fundamental components of a successful supply chain management?  
(c) Enumerate the importance and influence of the 4P's and 4C's with respect to market mix?  
(d) Evaluate with examples the different product line strategies?
- (3+5+7+10 = 25 marks)

**Or**

2. (a) Illustrate the concept of time and space in Supply chain management?  
(b) Why are retained customers more profitable than new ones?  
(c) Explain Supply chain planning, Transportation planning and vehicle routing with respect to the three planning horizons  
(d) Explain in detail the main elements in procurement?
- (3+5+7+10 = 25 marks)

3. (a) Illustrate the tradeoff between maximum customer satisfaction and minimum distribution cost in supply chain management?  
(b) Explain the role of RFID in logistics?  
(c) Enumerate the different marketing channel functions?  
(d) Evaluate with examples the various strategies in designing a successful distribution channel?
- (3+5+7+10 = 25 marks)

**Or**

4. (a) Describe the positive effects of conflicts in a distribution channel?  
(b) Distinguish between anticipatory and response based distribution system?  
(c) Explain the need of integrated logistics management and how is it met?  
(d) Explain in detail the main functions of a good logistics system?
- (3+5+7+10 = 25 marks)

5. (a) Illustrate the different type of retailers?  
(b) In retailing, what do you mean by "breaking bulk"?

- (c) What is direct marketing? Explain the benefits and reasons for its growth?
- (d) Explain in detail wholesalers marketing decisions?

(3+5+7+10 = 25 marks)

**Or**

6. (a) Explain the characteristics of non store retailing?  
(b) Distinguish between transaction based and custom build databases?  
(c) Enumerate the different modern trends in retailing?  
(d) Explain in detail the benefits of online marketing to both customers and marketers?

(3+5+7+10 = 25 marks)

7. (a) Illustrate the different types of 3PI providers?  
(b) Distinguish between forward and reverse logistics?  
(c) What is total cost analysis and why are traditional accounting methods unsuitable in integrated logistics and distribution systems?  
(d) Describe the problems of fleet management and its effective management techniques?

(3+5+7+10 = 25 marks)

**Or**

8. (a) Distinguish between transactional, tactical and strategic outsourcing?  
(b) Enumerate the benefits and problems of 3PI?  
(c) Explain the four drivers in Reverse logistics?  
(d) Explain in detail the basic model of customer profitability analysis?

(3+5+7+10 = 25 marks)