



CII Institute of Logistics
PGDSCM & Certificate Programs
Semester-end Examination – June 2010

TRANSPORTATION AND DISTRIBUTION MANAGEMENT

Time : Three Hours

Marks : 100

Part A

Answer all questions

(10 x 1 = 10 Marks)

1. Physical distribution of Finished products could involve
 - a) Outward transportation to the point of sales
 - b) Warehousing at the point of sales
 - c) One of the above
 - d) Both 'a' and 'b'
2. Of the following, identify the one which cannot impact customer satisfaction level
 - a) Availability of Products
 - b) Very long lead time for delivery
 - c) Visibility of orders for products both upstream and Downstream
 - d) Handling of returns
3. The total warehousing cost would be
 - a) Directly proportional in a straight line basis sloping upwards as number of warehouses increase
 - b) Inversely proportional in a straight line basis sloping downwards as number of warehouses increase
 - c) Inversely proportional in a straight line basis sloping upwards as number of warehouses increase
 - d) Directly proportional in a straight line basis sloping downwards as number of warehouses increase
4. Last mile delivery from the distributor storage facility will lead to
 - a) Larger response time
 - b) Shortest response time
 - c) Medium response time
 - d) None of these
5. Direct delivery from the manufacturer to the customer will lead to
 - a) Lowest Warehousing Charges
 - b) Nil Warehousing charges
 - c) Both the above
 - d) None of the above
6. Freight rate is measured as rupees per tonne kilometer pertains to
 - a) Railways
 - b) Airways
 - c) Roadways
 - d) Pipeline
7. Rail transportation involves
 - a) Low Variable cost and Low Fixed cost
 - b) High Fixed cost and Low Variable cost
 - c) Low Fixed cost and High Variable cost
 - d) High Fixed cost and High Variable cost
8. The lowest Turnaround time is feasible in the case of
 - a) Road Transportation
 - b) Air Transportation
 - c) Rail Transportation
 - d) Sea Transportation
9. Which of the following is / are NOT true of Marine transportation?
 - a) It is the fastest mode of transportation
 - b) Suitable ideally for larger shipments at low cost
 - c) Turnaround time is the shortest
 - d) Costlier than Air transportation
10. A 'Node' refers to
 - a) Form of transportation
 - b) A type of packing irregularity

- c) A special storage area in a warehouse
- d) Points 'to' and 'from' which shipments are made

- b. Distinguish between
 - i. F.O.B and CIF
 - ii. C.O.B and DAF

Part B

Answer any four (4x15 = 60 marks)

1. List the different modes of Transportation and discuss the areas in detail, which are primarily of land transportation mode bringing out the merits and demerits of each of them?
2. List the probable channels of distribution, indicating the classification of products that could use each of them predominantly
3. In Today's e-marketing / e-selling scenario, which of the channel systems would give all the advantages both to the manufacturer and marketer? Explain with an appropriate example
4. For pharmaceutical products and footwear retailing, what type of distribution channels would be effective? Give reasons
5. Discuss the role of containerization at the micro as well as macro levels.
6. Write short notes on any three of the following
 - a. Turnaround time
 - b. Pipeline distribution
 - c. Inland container Depot
 - d. Multimodal transportation

3. There is a plan to distribute gas to say a city over 80 lakhs of Population using pipeline from a refinery situated at about 20 Kilometer away from the nearest conglomerate of the city and 50 Kilometer away from the farthest housing conglomerate. There are as 100 postal zones in the city.
You can make your logically presentable and validatable assumption in a pre Para, preceding your proposal to the Petroleum Refinery

Part C

Answer all the questions of this part (3x10=30 marks)

1. List the cost constituents of distribution and discuss the relevance of packaging for domestic and international markets
2. Answer the following
 - a. Define Incoterms. What are the major advantages that could accrue to both the seller and buyer?