

**INDIAN INSTITUTE OF MATERIALS MANAGEMENT**  
**Post Graduate Diploma in Logistic Management**  
**Paper –3**  
**Strategies and Organization in Logistics**

Date : 10-6-2009  
 Time: 10 am To 1.00 pm

Max. Marks: 100  
 Duration: 3 Hrs.

**Instructions:**

1. From Part - A, answer all questions, each sub question carries 1 mark
2. From Part – B, answer any three questions out of five questions. Each question carries sixteen marks.
3. Part –C is a case study of 20 marks.

**Part –A**

**Q.1. Match the following**

(i)	Product life cycle	A) Company's values, beliefs, business principles etc.
(ii)	Strategic planning	B) Customer's attribution of greater worth in fulfilling a need to a certain product as compared to that of competitors.
(iii)	Organizational culture	C) Document giving details of merchandise being shipped
(iv)	Shipping Invoice	D) Vessel engaged in transportation of bulk cargo on a time chartering basis.
(v)	Superior Customer Value	E) An important financial Ratio
(vi)	Tramp	F) Written commitment of issuing bank to pay a sum to a beneficiary on behalf of their customer in the event customer himself does not pay the beneficiary pursuant to underlying obligation.
(vii)	Letter of Credit	G) Four stages introduction ,growth, maturity and decline
(viii)	ROI	H) Planning process dealing with organizational goals and objectives

**A) Fill in the blanks.**

(i)	Parameters	Domestic Logistics	Global Logistics
(ii)	Performance cycle	Shorter	i)-----
(iii)	Documentation	ii)-----	Complex
(iv)	Alliance	Few	iii)-----
(v)	Information Flow	iv)-----	Multiple channels

v) Bar Code is -----

vi) In the bar code ----- is the area immediately preceding the start character and following the stop character, which contains no marking.

vii) Kiosk is the highway control room for monitoring the location of ----- .

viii) Symbology is ----- language.

**B) Give the full form of**

- I. AGV
- II. JIT
- III. VSAT
- IV. ERP
- V. AITS
- VI. RFT
- VII. DRP
- VIII. GPS

**C) State whether True OR False.**

- I. Export license is a permit allowing goods to be imported.
  - II. Certificate of origin is a document prepared by the exporter to identify goods originated in a certain country.
  - III. Inspection certificate certifies that merchandise was in good conditions prior to shipment.
  - IV. Insurance certificate is a non negotiable document.
  - V. Packing list gives the details of packaging materials.
  - VI. Dock receipt is a proof of delivery of goods received at the dock or warehouse of shipping company
  - VII. Bill of lading is document prepared by air carrier for receipt of goods meant for transportation.
  - VIII. Free Trade Zone facilitates the transaction and smooth physical flow of goods.
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**Part B**

**(Answer any three Questions.)**

- Q.5) What are the dimensions of customer values?
  - Q.6) What do you understand by Logistics Strategies?
  - Q.7) What are the operational factors in Global Logistics?
  - Q.8) Discuss strategic issues in global logistics'.
  - Q.9) Explain logistic performance levels.
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**Part C**

**(Compulsory Question)**

**Q.10) Discuss strategies and organization of Mumbai Dabbawallas for the following issues**

- I. Six Sigma
- II. Coding System
- III. Organization structure
- IV. Day to day Management