



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Logistics Management

June 2011

Paper – 4

DISTRIBUTION MANAGEMENT

Date: 14 .06.2011
Time: 10.00 am to 1.00 pm

Max. Marks: 100
Duration: 3 Hours

Instructions:

1. The question paper is in three parts A, B & C.
 2. Part A is compulsory. Each question carries one mark. Total : 32 Marks
 3. In Part B, answer 3 questions out of 5. Each question carries 16 marks. Total : 48 Marks
 4. Part C is a case study with sub questions and it is compulsory. It carries 20 marks.
 5. Use of calculator is allowed wherever necessary.
 6. Graph sheets can be used wherever necessary.
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PART - A

Q.1. Write full form of the following

Marks : 08

- | | | | |
|--------|---------|--------|---------|
| 1. CDL | 2. LDPE | 3. FOB | 4. LASH |
| 5. QTS | 6. ICD | 7. PLC | 8. SCR |

Q.2. State True or False

Marks: 08

- 2.1 Export Merchants and selling agents are an example of retail distribution
- 2.2 As per section 134 of Motor Vehicle act, it is the duty of driver to report about an accident to the nearest police station within 24 hours.
- 2.3 A customer oriented firm is not guided by consumers buying patterns.
- 2.4 Optical Character Recognition is mainly used in Quality Control, Production Control.
- 2.5 Perishable goods are generally transported by air in India.
- 2.6 Air freight greatly reduces the major components of the total cost of distribution.
- 2.7 A channel of distribution includes both Producers and Consumers
- 2.8 An Inland Water Transport is an ideal means for transporting large quantities of liquids and gases over long distances.

Q.3. Fill in the blanks**Marks: 08**

- 3.1 A _____ is a machine readable code ,consisting of a series of bars and spaces printed in defined ratio.
- 3.2 _____ use radio signals to communicate messages between battery powers tags and fixed or portable receiver / transmitter .
- 3.3 In unitized packages damages to the consignment are _____ due to use of mechanical handling equipments.
- 3.4 In _____ organizations the Physical Distribution Manager is place at par with other major functional areas such as Finance, production and Marketing.
- 3.5 _____ is a negotiable instrument & carriers receipt prepared at port of shipment.
- 3.6 A _____ is a for hire carrier that does not hold itself out to serve the general public .
- 3.7 Tankers are generally _____ bulk carriers propelled by steam turbines having a very low freeboard and deep _____
- 3.8 The _____ are the ideal means of transport in hilly & otherwise inaccessible areas.

Q.4. Match A and B**Marks: 08**

A	B
1. TOFC / COFC	a. 40,000 DWT
2. Railway Carriage	b. Incoterm
3. TEU	c. Magnetic reader
4. DDU	d. Distribution BOM
5. OSHA	e. Over Dimensional Consignments
6. MICR	f. Piggyback
7. DRP	g. Safety regulation
8. ULCC	h. 20x8x8 (in ft)

PART - B**Answer any 3 questions out of 5 questions form sl.no.5 to 9.**

Q.5 What are the main functions of Physical Distribution in an organization ? Explain with suitable example from the company in which you are working or any well known company.

6.What are reasons of hiring intermediaries for Physical Distribution and factors affecting choice of Distribution channels ?

7. " Railways offer a variety of carriages for transport of materials." Justify the statement with relative advantages and disadvantages of Railways.

8. Discuss the factors affecting Transportation costs and pricing for transportations of various goods in Indian environment.

Q. 9 . Write short notes on any 4 of the following.

- a. Roll-On and Roll-Of services
- b. Quick Transport Services
- c. Classification of railway freight rates
- d. Inter Modal Transportation
- e. Legal Status of Lorry Receipts
- f. Role of IATA
- g. Inland Water Transport
- h. International freight Consolidation

PART – C

Case Study

10. a) Write the procedural steps for solving transportation problems .

Marks 05

b) A leading manufacturer of electronic consumer durables has three plants – P1, P2, P3 located in different parts of the country, receiving various components and unpopulated Printed Circuit Boards from different vendors. The plants assemble these components and mount them on the PCBs. The 'stuffed' PCBs in turn are fed to three country, where the PCBs, chassis and other components reassembled to produce the finished products. These are tested, packed and dispatched for sale through the distribution network of the company. Given the capacity of the finishing units as A1:500;A2:400 and A3;500 PCBs per day, and the unit cost of transportation (in Rupees) as follows:

P1 to: A1 = 10; A2 = 12; A3 = 16

P2 to: A1 = 8; A2 = 14; A3 = 14

P3 to: A1 = 12; A2 = 16; A3 = 12

Determine which plant should ship how many units per day to which assembly unit in order to minimize the transportation costs, and calculate the minimum cost of transportation per day.

Marks 15
