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| **SESSION** | **SEPTEMBER 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DBB3122 LOGISTICS MANAGEMENT** |
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**Assignment Set – 1**

**1. Explain the logistic mix in brief.**

**Ans 1.**

**Logistic Mix**

The logistics mix, also known as the elements of logistics, represents the key components required for effectively managing the movement of goods and services in a supply chain. These components are integral to ensuring the seamless flow of materials, information, and finances between suppliers, manufacturers, and customers.

**1. Transportation** Transportation is the backbone of logistics, involving the movement of goods from one location to another. It includes selecting the right mode of transport, such as

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**2. What is the framework for a supply chain solution? Explain with the help of the SCOR model. 2+8**

**Ans 2.**

**Framework for a Supply Chain Solution: The SCOR Model**

The Supply Chain Operations Reference (SCOR) model is a globally recognized framework designed to evaluate, structure, and enhance supply chain management processes. Developed by the Supply Chain Council, it provides a standardized approach to identifying inefficiencies, setting performance benchmarks, and implementing improvements.

**Introduction to the SCOR Model**

The SCOR model integrates business processes, performance metrics, and best practices to streamline supply chain management. It focuses on five core processes: Plan, Source, Make,

**3. Describe in detail the different methods used for material storage.**

**Ans 3.**

**Methods Used for Material Storage**

Material storage is a critical aspect of logistics and supply chain management, ensuring that goods are stored safely, efficiently, and in a manner that facilitates easy retrieval. Different methods of material storage are used depending on the type of goods, storage requirements, and operational needs.

**1. Palletized Storage** Palletized storage is one of the most common methods, involving the placement of goods on pallets for organized stacking and movement. This method is ideal for

**Assignment Set – 2**

**4. What is store layout? Explain the four types of store layouts in detail.**

**Ans 4.**

**Store Layout**

Store layout refers to the strategic arrangement of fixtures, displays, aisles, and shelves within a retail store to enhance the shopping experience and maximize sales. A well-designed layout influences customer behavior, improves the flow of traffic, and ensures effective use of available space. It also contributes to brand identity and operational efficiency by providing an organized and visually appealing environment.

**Grid Layout** The grid layout is the most common and systematic design, characterized by

**5. What is the role of VAL in logistics? Explain in detail.**

**Ans 5.**

**Role of VAL in Logistics**

Value-Added Logistics (VAL) refers to additional services provided within the logistics process to enhance product value and meet specific customer requirements. These services go beyond basic transportation and storage, contributing to customer satisfaction and competitive advantage. The role of VAL in logistics is significant for tailoring solutions, improving efficiency, and creating new revenue streams.

**Enhancing Customer Experience** VAL services improve the customer experience by

**6. What are the applications of IT in logistics and supply chain management?**

**Ans 6.**

**Applications of IT in Logistics and Supply Chain Management**

Information Technology (IT) has revolutionized logistics and supply chain management by improving efficiency, visibility, and decision-making. IT applications streamline processes, reduce costs, and enhance customer satisfaction through automation, real-time tracking, and advanced analytics.

**Real-Time Tracking and Visibility** IT enables real-time tracking of shipments and inventory through technologies like GPS, RFID, and IoT. These tools provide end-to-end visibility,