

DISTRIBUTION & LOGISTICS MANAGEMENT



Brand: Mehta Solutions

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Short Description

DISTRIBUTION & LOGISTICS MANAGEMENT case study

Description

Multiple Choices:

Q1. It deals with the movement of finished goods from the last point of production to the point of consumption.

- 1. Marketing Channel Management**
- 2. Logistics Management**
- 3. Boundaries**
- 4. Relationships**

Q2. Which conflict is one of the major bottleneck in the development & maintenance of partnering channel relationship

- 1. Channel conflict**
- 2. Management conflict**
- 3. Logistics conflict**
- 4. Distribution conflict**

Q3. The phase of externally integrated business function era (1990s onwards) is recognized as the era of

- 1. Logistics Management**
- 2. Human Resource Management**
- 3. Financial Management**
- 4. Supply Chain Management**

Q4. _____ may be conducted from time-to-time or at least once in a year to know about change in the expectation levels & actual performance

- 1. Customer Service Monitoring cell**
- 2. Formal Customer Satisfaction Survey**
- 3. Customer Conference**
- 4. Customer Feedback System**

Q5. The firm's incomplete or inaccurate knowledge of customer's service expectations is known as

- 1. Market Information Gap**
- 2. Service Standards Gap**
- 3. Service Performance Gap**

4. Internal Communication Gap

Q6. This gap exist between the present level of customer service offered and the corporate vision about customer service

- 1. Gap 1**
- 2. Gap 2**
- 3. Gap 3**
- 4. Gap 4**

Q7. This stock refers to window display of an inventory in order to stimulate demand and act as a silent salesman

- 1. Decoupling stock**
- 2. Psychic stock**
- 3. Pipeline stock**
- 4. None**

Q8. This stock is also known as cycle or lot size stock

- 1. Working stock**
- 2. Safety stock**
- 3. Anticipation stock**
- 4. None**

Q9. In this system manufacturer is given the responsibility for monitoring &

controlling inventory levels at the retail store level

- 1. Quick Response**
- 2. Continuous Replenishment**
- 3. Vendor-managed Inventory**
- 4. Customer Relationship**

Q10. This mode of transport is a very significant one but with a very restricted scope. It is used primarily for the shipment of liquid & gas

- 1. Airways**
- 2. Railways**
- 3. Pipelines**
- 4. Seaways**

Details

- 1. Case study solved answers**
- 2. pdf/word**
- 3. Fully Solved with answers**