

ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN

3rd SEM ASSIGNMENT QUESTION

INTERNAL MARK: 25 / PER SUBJECT

MBA LOGISTICS MANAGEMENT (LM)

31731 - MARKETING MANAGEMENT

1. List out the functions of a middleman
2. What is advertisement budget? State the uses of it.
3. Explain 7P's in service marketing mix ?
4. Explain the process of consumer buying behaviour.
5. Explain the role of online sales promotional activities in sales ?

31732 - FINANCIAL MANAGEMENT

1. What are advantages of Average Rate of Return method?
2. Explain the objective of financial management ?
3. What are the objectives of cash management?
4. Explain the concept of working capital ?
5. Discuss the significance of working capital in a firm ?

31733L1 - MODERN LOGISTICS OPERATIONS

1. What are the major operations of logistics?
2. What are the marketing functions of logistics?
3. What are the types of Terminal Networks?
4. What are the components of Automatic data capturing?
5. What are the skills required for supply chain engineer?

31734L2 - PACKING AND PACKAGING MANAGEMENT

1. What are the types of packaging?
2. What are the types of EDI?
3. What are the kinds of conveyor systems?
4. What are the different types of packaging materials?
5. What is blow moulding? What are the products are blow moulded?

31735L3 - RAIL-ROAD LOGISTICS

1. What are the types of transportation?
2. What are the 7 R's of logistics?
3. What are the problems and prospects in Interstate logistics by road transports?
4. Describe the role and share of road transports at the global ?
5. What are the features of rail logistics?