

# KAMARAJ COLLEGE (Autonomous)

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(Affiliated to ManonmaniamSundaranar University, Tirunelveli)

(3 Pages)

Reg. No:.....

Question Code:26E02702

Course Code: 24UMSL22/25UMSL22

UG Degree - End Semester Examinations, April 2026

Second Semester

B.B.A SHIPPING AND LOGISTICS MANAGEMENT

Transportation and Distribution Management

(For those who joined in July 2024 and June 2025 onwards)

Time : 3 Hours

Maximum : 75 Marks

## PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

- CO:1  
K:1
1. Which major gap does a distribution channel help overcome, moving goods and services from producers to consumers?
- (a) Possession (b) Profit  
(c) Image (d) Psychological
- CO:1  
K:1
2. Identify the alternative term for a distribution channel.
- (a) Marketing channel (b) Supply chain  
(c) Trade route (d) Delivery system
- CO:2  
K:1
3. Which factor primarily affects the structure of a distribution network?
- (a) Employee holiday list (b) Nature of the product  
(c) Office lighting system (d) Team building activities
- CO:2  
K:1
4. What mode of transportation is commonly used for transporting goods over shorter distances within a county?
- (a) Airplane (b) Ship  
(c) Train (d) Truck
- CO:3  
K:1
5. Which participant in the supply chain is responsible for providing goods or materials to be transported?
- (a) Suppliers (b) Manufacturers  
(c) Distributors (d) Retailers

- CO:3 6. A conventional distribution channel consists of one or more \_  
K:2  
(a) Product-related (b) Independent  
(c) Contract (d) Estranged
- CO:4 7. Which of the following city has the largest number of registered  
K:2  
(a) Mumbai (b) Kolkata  
(c) Delhi (d) Chennai
- CO:4 8. How are transportation costs typically categorized?  
K:1  
(a) Fixed and variable (b) Production and distribution  
costs  
(c) Direct and indirect (d) Short-term and long-term  
costs
- CO:5 9. Through the use of \_\_\_\_\_ or "smart tag" technology, a company is  
K:2  
able to locate exactly where a product is within the supply chain.  
(a) RFID (b) PRM  
(c) VMS (d) IT
- CO:5 10. Today, a growing number of firms now outsource some or all of  
K:2  
their logistics to  
(a) Cross-functional teams (b) Disintermediaries  
(c) Channel members (d) Third-party logistics  
providers

**PART - B (5 X 5 = 25 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 250 words.**

- CO:1 11. (a) Describe the role of supply chain  
K:4

**(OR)**

(b) Discover the importance of supply chain

- CO:2 12. (a) Discuss the steps for building a distribution network.  
K:4

**(OR)**

(b) Discuss the uses of network optimization.

- CO:3 13. (a) Make the process of supply chain life cycle.  
K:3

**(OR)**

(b) List out the transportation participants.

- CO:4 14. (a) Classify the methods of transportation costs.

K:3

**(OR)**

(b) Inspect the importance of transport measurement.

CO:5 15. (a) State the features of transit operation software that enhance  
K:3 logistics management.

**(OR)**

(b) List the features of good fleet management system.

**PART - C (5 X 8 = 40 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 500 words.**

CO:1 16. (a) Explain the different types of supply chain.

K:5

**(OR)**

(b) Examine the factors that businesses consider when designing their distribution channels.

CO:2 17. (a) Determine the factors influencing distribution network  
K:5 design.

**(OR)**

(b) How do you evaluate the performance of a distribution network?

CO:3 18. (a) Explain the different modes of transportation commonly  
K:5 used in supply chains.

**(OR)**

(b) List down the transportation principles.

CO:4 19. (a) What strategies can businesses implement to improve  
K:3 transportation performance?

**(OR)**

(b) Explain the factors influencing the cost of transportation.

CO:5 20. (a) Explain the various advantages of transportation software.  
K:5

**(OR)**

(b) Justify the role of technology in transport management.