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Register Number:

Name of the Candidate:

P.G. DIPLOMA EXAMINATION, December 2014

(SHIPPING AND LOGISTICS MANAGEMENT)

140. STRATEGY AND PLANNING FOR LOGISTICS MANAGEMENT

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the logistics strategic planning.
2. Describe the SWOT Analysis for micro level components.
3. Write the basics of logistics strategy.
4. Briefly explain the structural Implementation.
5. Write the Guidelines for strategy formulation.
6. Explain the developing logistics planning.
7. Describe the evaluation of managerial performance.
8. What are the procedure for selecting the proper channel strategy.
9. Explain the various Determinants of service quality.
10. Describe the importance in Global logistics.

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