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**1801E1201**

Candidate's Seat No : \_\_\_\_\_

**MBA (MM) Sem.-1 Examination**

**FC-102**

**LM-I**

**Time : 2-30 Hours]**

**January-2025**

**[Max. Marks : 70**

Q-1	A) Explain importance of logistics.	14
Q-2	A) Discuss the value added logistical service 3 PL. <u>OR</u> B) Explain any ONE from the following : 1 ) Unit Load      2 ) Storage Method	14
Q-3	A) What are the barriers to integration ? Please discuss in detail. <u>OR</u> B) What is organization structure & why is organization structure important ?	14
Q-4	A) What is knowledge transfer capability ? Why is knowledge transfer capability important ? <u>OR</u> B) Explain demand forecasting & discuss the process of forecasting.	14
Q-5	A) Discuss the attributes of customer service in detail.	14