

[LD 1013]

OCTOBER 2013

Sub. Code: 2041

**MBA HOSPITAL AND HEALTH SYSTEM
MANAGEMENT DEGREE EXAMINATION
FIRST YEAR**

(for candidates 2011 – 2012 onwards)

PAPER XI – LOGISTICS FOR HEALTH CARE SERVICE

Q.P. Code : 432041

Time : 3 hours

Maximum : 100 marks

I. Elaborate on :

(2x20=40)

1. What are customer service elements and also state Phases of customer service.
2. Explain the functions of warehousing, its benefits and type.

II. Write Notes on:

(10x6=60)

1. What is the key difference between logistics and Supply chain management?
2. Explain the various modes of transportation and Compare each mode's merits and demerits.
3. Explain customer service audit
4. What are the major Logistics functions?
5. Explain Just-in-time. What are the benefits of Just-in-time?
6. Write a note on factors influencing transportation cost.
7. What is preventive maintenance and why is it performed?
8. Explain how inventory reduction will impact on corporate profit performance.
9. What is letter of credit?
10. Briefly explain Food and Drug Administration (FDA) regulatory requirements.
