

物流综合辅导名词解释：营销和物流 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/249/2021\\_2022\\_\\_E7\\_89\\_A9\\_E6\\_B5\\_81\\_E7\\_BB\\_BC\\_E5\\_c31\\_249983.htm](https://www.100test.com/kao_ti2020/249/2021_2022__E7_89_A9_E6_B5_81_E7_BB_BC_E5_c31_249983.htm) Packaging. Packaging performs two basic functionsmarketing and logistics. In marketing the packaging acts promotion and advertising. Its size, weight, color, and printed information attract customers and convey knowledge of the product. When firms are involved in international marketing, packaging becomes even more important. Products sold to foreign countries travel greater distances and undergo more handling operations. The logistics package is to protect the products during the process of logistics. 包装。包装执行两个基本的功能营销和物流。就市场营销而言，包装承担促销和广告的功能。其尺寸、重量、颜色和印制的信息会对顾客产生吸引力并将产品信息传达给顾客。当企业涉足国际市场营销时，包装就显得更为重要。出口到国外的产品需要运输更长的距离，经历更多的装卸搬运。而物流包装在物流过程中起到了保护产品的作用。 Scrap disposal. The logistics process must effectively and quickly handle, transport, and store waste products. If they can be reused or recycled, logistics company should arrange and move them to the reproduction and reprocessing locations. 废弃物处理。物流过程中的活动也应当包括高效快速地对废弃物进行装卸、运输和仓储。如若废弃物能够重新利用或回收，物流企业应当合理安排并将其运送到再生产或再加工地点。 Return goods handling. The handling of return goods is often called reverse distribution. Buyers may return items to the seller for a number of

reasons. Most logistics systems are not good enough to handle such cases. In many industries, consumers return products for warranty repair, replacement, or recycling, reverse distribution costs may be very high. Reverse distribution will become more important as customers demand more flexible and favorable return policies. 退货处理。退货处理通常叫做反向配送。买方可能因各种原因将产品退回卖方。多数物流系统未能对此类事件作出足够妥善的处理。在很多行业，消费者因维修保证、更换或回收而退回产品，因而反向配送的成本可能会很高。由于顾客对退货政策的要求更加灵活、更加实惠，反向配送将更加重要。

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