

C-1547

Sub. Code

81014

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Integrated Shipping and Logistics

MANAGERIAL ECONOMICS

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Demand.
2. Draw the relevance of opportunity cost principle in rational decision making.
3. When do we mean a supply curve as a non-linear supply curve?
4. What happens when the marginal product of labour and capital equals zero?
5. When does a firm attain equilibrium?
6. What is shutdown point for a perfectly competitive firm?
7. Write a brief note on supernormal profit.
8. What do you mean by margin of safety?
9. What is meant by acceleration co-efficient?
10. With an example write about natural monopoly.

Part B**(5 × 5 = 25)**Answer **all** questions, choosing either (a) or (b).

11. (a) Detail the importance of managerial economist in business decision making.

Or

- (b) Discuss the determinants of demand.

12. (a) Discuss the different kinds of supply elasticity.

Or

- (b) Explain the law of returns to variable input.

13. (a) Write on the different types of market based on various bases.

Or

- (b) Explain the equilibrium of a perfectly competitive firm under short run period.

14. (a) Explain the surplus theory of profit.

Or

- (b) Explore the role of profit in organizations.

15. (a) State the methods to control business cycle.

Or

- (b) Discuss the different methods of measuring national income.

Part C**(3 × 10 = 30)**Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the different types of elasticity of demand with suitable graph.

Or

- (b) Give a detailed note on the analysis of economics of scale.

17. (a) Explain the law of return to scale.

Or

(b) Discuss the different types of market structure.

18. (a) Explain break even analysis with a graph.

Or

(b) What do you mean by inflation? Detail the measures to reduce inflationary rate.

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81016

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Integrated Shipping and Logistics

MARKETING MANAGEMENT IN LOGISTICS

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **ALL** questions.

1. Define concept of customer value?,
2. Write a short note on service marketing Mix
3. What is consumer satisfaction?
4. Write a note on service encounters
5. Write a note on targeting in services?
6. Write the monitoring relationship?
7. Define the retention strategies
8. Define five dimensions of services quality
9. List out the intermediary control strategies
10. Define emotional labour productivity

Part B**(5 × 5 = 25)**Answer **ALL** questions.

11. (a) Describe the concepts and task of marketing and give some examples.

Or

- (b) Discuss the concepts of service marketing.

12. (a) Describe the customer satisfaction and service quality?

Or

- (b) Enumerate the two levels of expectation.

13. (a) Evaluate the building customer relationship through retention strategy and gives some example

Or

- (b) Describe the marketing of retention strategy.

14. (a) Enumerate the New services development and developing customer strategy.

Or

- (b) Discuss the importance of monitoring relationship.

15. (a) Explain briefly service blue printing in customer standers.

Or

- (b) Discuss briefly about the trade off productivity.

Part C**(3 × 10 = 30)**

Answer ALL questions.

16. (a) Explain briefly about marketing management in logistics marketing.

Or

- (b) Enumerate the customer expectation of services in logistics marketing.

17. (a) Explain the requirements for Developing customer standards and service quality.

Or

- (b) Explain the procurement and outsourcing concepts in detail.

18. (a) Describe the market segmentation concepts in detail.

Or

- (b) Provide a detailed account on retention strategy with needed instances.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Integrated Shipping and Logistics

SUPPLY CHAIN MANAGEMENT

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define — Supply chain management.
2. What do you mean by outsourcing?
3. What are the types of flows in SCM?
4. Write about Material flow.
5. Write short notes on Virtual warehouse.
6. What is inventory?
7. What is industrial packaging?
8. Explain 3PL system?
9. Brief about Strategic alliance.
10. What is inter-functional coordination?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) What are the importances of supply chain management?

Or

- (b) What are the essential drivers of SCM?

12. (a) Explain the role of IT in Supply Chain.

Or

- (b) Explain distribution network in Supply chain.

13. (a) Write the important functions of warehousing.

Or

- (b) Explain Multi-echelon inventory.

14. (a) Explain the different modes of transport in supply chain.

Or

- (b) What are the problems faced by vehicle routing?

15. (a) Explain the need and development of Organization structure in SCM.

Or

- (b) How does packaging is important to the organization?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is Supply chain planning? Explain briefly strategic, operational and tactical planning in SCM.

Or

- (b) What do you mean by network design in supply chain? List various factors affecting the network design decisions.

17. (a) Explain the various types of inventory models.

Or

- (b) What do you mean by strategic cost management in supply chain? What are the various financial impacts of such costs on the supply chain?

18. (a) What do you mean by strategic alliances and outsourcing? What are the various factors that are considered by organizations before entering into strategic alliances and outsourcing?

Or

- (b) What is outsourcing? Discuss about make approach and buy approach of outsourcing?