

C-4184

Sub. Code

**80911/
81011**

M.B.A. DEGREE EXAMINATION

NOVEMBER 2021 EXAMINATION

First Semester

MANAGEMENT CONCEPTS

(Common for M.B.A. (L & SCM)/ M.B.A. (IS & L))

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is management?
2. List out any two schools of management thought.
3. State the objectives of plans.
4. What is planning premises?
5. What is an organisational level?
6. What is committee?
7. State the elements of staffing.
8. List out leadership styles.
9. What is controlling?
10. Define coordination.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Discuss the contributions of Peter F. Drucker.

Or

(b) Explain the process of management.

12. (a) Write a note on limitations of planning.

Or

(b) Explain MBO process.

13. (a) Discuss the factors affecting span of management.

Or

(b) Explain the conflicts among line and staff organisation.

14. (a) Describe various types of committees.

Or

(b) Briefly describe on the process of staffing.

15. (a) Discuss the steps involved in control process.

Or

(b) Explain various types of coordination.

Part C (3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Elaborate the emergence of modern management thoughts.

Or

(b) Explain the contributions of Henry Fayol in management.

17. (a) Discuss the nature and purpose of planning.

Or

- (b) Describe various types of departmentation.
- 18. (a) Explain the qualities and types of leadership.

Or

- (b) Critically analyze the approaches to achieve effective coordination.

C-4185

Sub. Code

**80912/
81012**

M.B.A. DEGREE EXAMINATION

NOVEMBER 2021 EXAMINATION

First Semester

CORPORATE COMMUNICATION

(Common for M.B.A. (L & SCM)/ M.B.A. (IS & L))

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is conflict resolution?
2. Write the importance of business communication.
3. Enumerate the types of interviews.
4. Write a short note on Public Relations.
5. Write about crises communication.
6. What is the role of a company secretary?
7. What are the characteristics of business reports?
8. Why visual aids are important in business presentations?
9. Write about the significance of project proposal.
10. Comment on career planning.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Elaborate the significance of business etiquette.

Or

(b) Define non verbal communication. Explain their significance with suitable instances.

12. (a) Discuss about the strategies adopted for managing government relations in an organization.

Or

(b) Write a brief note on media planning in corporate communication.

13. (a) Briefly discuss why brand promotion is essential for an organization.

Or

(b) Discuss the steps involved on preparing an official circular.

14. (a) Write a brief note on forms and reports.

Or

(b) Why documenting the sources is inevitable in report writing? Explain in detail.

15. (a) Write a brief note on Team Presentation.

Or

(b) Briefly discuss about the follow up communications after an employment interview.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Describe the media selection process in corporate communication.

Or

(b) Explain in detail about the correspondence of company secretary with shareholders and directors.

17. (a) Elaborate the advantages and disadvantages of electronic communications in detail with suitable illustrations.

Or

(b) Discuss about the constitution of tables and charts along with the guidelines in report writing.

18. (a) Elaborate the different types of interview in detail.

Or

(b) Discuss the various components of business communication in detail.

C-5345

Sub. Code

80913/81013

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

First Semester

Logistics and Supply Chain Management

ACCOUNTING FOR MANAGEMENT

(Common for M.B.A. (L & SCM)/M.B.A. (IS & L))

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is bookkeeping?
2. What is financial accounting?
3. What is Trial balance?
4. What is Depreciation account?
5. What is financial statement analysis?
6. What is Profitability ratio?
7. What is Budgeting?
8. What is Production budget?
9. What is costing?
10. What is terminal costing?

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b)

11. (a) What are the Objectives of Accounting?

Or

- (b) Explain the Limitation of Accounting.

12. (a) Prepare a Trial Balances from the following figures

Particular	Amount
Drawing	1,250
Furniture	2,800
Machinery	19,000
Typewriter	2,980
Sundry debtors	2,720
Sundry creditors	10,050
Purchases	17,200
Sales	14,150
Purchase returns	450
Sales Returns	700
Commission (Cr.)	370
Salaries and wages	2,400
Rent	250

Particular	Amount
Discount allowed	230
Discount received	380
Cash in hand	4,720
Cash at bank	71,150
Capital	1,00,000

Or

(b) Explain the limitation of Trial Balance.

13. (a) Discuss the Significance of Ratio analysis.

Or

(b) The following information of Alpha Company is given:

Current ratio = 2.5:1,

Acid test ratio = 1.5:1

Current liabilities = Rs. 50,000.

Find out:

(i) Current Assets;

(ii) Liquidity assets;

(iii) Inventory.

14. (a) Explain about Objectives Budgetary Control.

Or

(b) Difference between Standard Costing and Budgetary control.

15. (a) Explain about component of total cost.

Or

(b) Explain the Types of Costing

Part C

(3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b)

16. (a) Explain in detail about accounting concept and convention.

Or

(b) The following balances of Moon Company as on
Prepare a Trial Balance as on 31st December 2019

Particular	Amount	Particular	Amount
Capital	1,00,000	Land	1,02,000
Drawing	25,000	Furniture	5,000
Purchases	4,50,000	Carriage inwards	5,500
Sales	6,50,000	Carriage outwards	4,000
Duty on purchase	10,000	Purchases returns	450
Return inward	3,500	Return outwards	4,500
Stock (opening)	55,000	Cash in hand	2,500
Motor van	30,000	Cash in bank	12,500
Salaries and wages	25,000	Rent	10,000
Sundry debtors	40,000	Taxes	1,500
Sundry creditors	30,000	Insurance	3,000

17. (a) Nadim and Company supplies you the following information regarding the year ended 31st December 2018:

Cash sales	=	Rs 80,000
Credit Sales	=	Rs. 2,00,000
Return inward	=	Rs. 10,000
Opening Stock	=	Rs. 25,000
Closing Stock	=	Rs . 30,000

Gross profit ratio is 25%. Find out inventory turnover.

Or

- (b) A department of Company X attain sales of Rs.6,00,000 at 80% of its normal capacity and its expenses are given below:

Administration costs:

Office salaries	Rs.90,000
General expenses	2% of sales
Depreciation	Rs. 7,500
Rates and taxes	Rs. 8750

Selling costs:

Salaries	8% of sales
Travelling expenses	2% of sales
Sales office	1% of sales
General expenses	1% of sales

Distribution costs:

Wages	Rs. 15,000
Rent	1% of sales
Other expenses	4% of sales

Draw up flexible administration, selling and distribution costs budget, operating at 90%, 100% and 110% of normal capacity.

18. (a) Explain about the advantages of Marginal Costing.

Or

(b) Briefly explain the various methods of providing depreciation and their merits and demerits.

C-5346

Sub. Code

80914

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Logistics and Supply Chain Management

INDUSTRIAL ECONOMICS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List the determinants of profitability.
2. Write the difference between firm and industry.
3. What is quaternary sector and why is it important?
4. Give short note on the factors of production.
5. Give a definition of labour.
6. What is an informal sector?
7. Define industrial policy.
8. What is meant by social overhead?
9. What is meant by foreign portfolio management?
10. What is meant by hedge fund?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the scope of industrial economics.

Or

- (b) State the importance of industries for an economy.

12. (a) Explain Weber's theory of industrial location.

Or

- (b) Explain spatial planning and its relevance to the economy.

13. (a) Discuss the characteristics of labour in economics.

Or

- (b) Discuss the causes of industrial disputes.

14. (a) Explain the types of financial assistance provided by the Government to promote cottage and small scale industries.

Or

- (b) Discuss the significance of FDI to India.

15. (a) Detail the two types of capital inflow into private accounts.

Or

- (b) Discuss the benefits of portfolio capital flows.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the different phases of industrial development in India.

Or

- (b) Discuss the strategies and programs formulated by the Government to develop manufacturing startups.

17. (a) Explain the leveraging factors that involved in locating a plant in industrially backward areas.

Or

- (b) Discuss the various methods to settle industrial disputes.

18. (a) Discuss the various industrial policies in India.

Or

- (b) State the issues relating to external capital inflow.

C-4188

Sub. Code

**80915/
81015**

M.B.A. DEGREE EXAMINATION

**M.B.A. LOGISTICS AND SUPPLY CHAIN
MANAGEMENT / INTEGRATED SHIPPING AND
LOGISTICS**

NOVEMBER 2021 EXAMINATION

First Semester

ORGANISATIONAL BEHAVIOUR

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define organizational behaviour.
2. What is Sociology?
3. What is personality?
4. What is learning curve?
5. List the components of Attitude.
6. What is Motivation?
7. Differentiate between formal and informal groups.
8. What is Stress?

9. What is organizational culture?
10. What are the characters of OD?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Bring out the need and importance of organizational behaviour.

Or

- (b) Discuss the issues and challenges faced by organization in the present scenario.

12. (a) How does personality relate to organizational behaviour?

Or

- (b) List out the theories of Learning.

13. (a) Discuss the impact of motivation on work behaviour.

Or

- (b) Explain about the formation of values.

14. (a) How do groups make decisions? What are the advantages and disadvantages of group decision making?

Or

- (b) Discuss various styles of leadership, its advantages to the organization.

15. (a) Discuss change process in an organization.

Or

- (b) Describe some dimensions of organization culture.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Hawthorne experiment – Explain main changes introduced and their results.

Or

- (b) Discuss the theories of personality in detail.

17. (a) Explain the content theories of motivation.

Or

- (b) What are the different forms of groups that exist in an organization? Explain each one briefly.

18. (a) What is the effect of stress and what are the factors that cause stress?

Or

- (b) What are the factors related to job satisfaction in an organization? Explain.

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C-4189

Sub. Code

80916

M.B.A. DEGREE EXAMINATION

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

NOVEMBER 2021 EXAMINATION

First Semester

MARKETING MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write any two objectives of marketing management.
2. What are the difficulties of marketing planning?
3. Write the note on components of marketing mix.
4. Define Positioning in marketing.
5. What is the major importance of studying the Consumer Behaviour?
6. Which are the psychological factors influencing consumer behaviour?
7. Write a short note on nature and scope of the marketing.
8. What is New Product Development?
9. Define product research.

10. Write a note on media research.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Discuss the uses of Marketing Research.

Or

(b) "Marketing Begins and Ends with the Consumer" – Discuss.

12. (a) Explain the functions of Marketing Research.

Or

(b) Explain the types of marketing decisions.

13. (a) What is object of Market Segmentation and write the bases of Market Segmentation?

Or

(b) Explain the Benefits and approaches of Market Segmentation with suitable examples.

14. (a) What do you mean by On-Line Marketing? And also discuss the advantages of On-Line Marketing.

Or

(b) Explain the buyer behaviour models and online buyer behaviour.

15. (a) What are the different steps in business buying process? Explain each step.

Or

- (b) How segmentation and targeting are interrelated with each other, explain it with example?

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) 'Marketing is more than the customer orientation'. Critically evaluate the statement, with the examples from the real world.

Or

- (b) What is Marketing Research? Explain the various steps in research process.

17. (a) Explain the product mix strategies and dimensions of product mix.

Or

- (b) Explain the types of customer buying behaviour and give some examples.

18. (a) What is meant by Market Segmentations? What are the criteria of successful Market Segmentation?

Or

- (b) Explain the significance of Marketing Mix.
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C-4190

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80917

M.B.A. DEGREE EXAMINATION

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

NOVEMBER 2021 EXAMINATION

First Semester

BUSINESS ENVIRONMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Business.
2. What is Globalization?
3. What is joint family system?
4. What is linguistic group?
5. List out the Political Institutions.
6. What is policies?
7. What is Monetary system?
8. What is Export?
9. What is Liberalization?

10. What do you mean by EXIM policy?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Bring out the threats and opportunities of industries.

Or

(b) Discuss the characteristics of Business Environment.

12. (a) How does foreign culture impact business?

Or

(b) Write about caste and communities.

13. (a) Discuss on the relationship between government and business.

Or

(b) Explain about the Industrial policies.

14. (a) Brief on FDI and foreign collaboration.

Or

(b) Discuss on Social structures and features.

15. (a) Mention the reasons for implementing Liberalization.

Or

- (b) Elaborate on reforms in capital market.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Write briefly on various elements affecting Business.

Or

- (b) Discuss the impacts of religious groups in business.

17. (a) Explain how political stability can be achieved.

Or

- (b) Role of government in business – Discuss.

18. (a) What are the entrepreneurial implications for business opportunities?

Or

- (b) What is a structural reform? Explain the impacts of reform measures.

C-4198

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80931

M.B.A. DEGREE EXAMINATION

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

NOVEMBER 2021 EXAMINATION

Third Semester

LOGISTICS MANAGEMENT INFORMATION SYSTEM

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define – MIS.
2. What are the characteristics of MIS?
3. What is data mining?
4. What is DSS?
5. What is its use to develop MIS?
6. What is business process?
7. Define – Data Warehousing.
8. What is ERP?
9. Define – EDI.

10. Explain the E-Commerce.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain MIS with its Organizational Structure in detail.

Or

(b) What are the challenges faced by Management Information System at each level?

12. (a) Describe the various roles of MIS in organisations.

Or

(b) Differentiate between Application Software and system software.

13. (a) Explain the applications of Internet and Website Management.

Or

(b) What are the components and resources of IS?

14. (a) Discuss the advantages of using data management system.

Or

(b) Explain the complete process of MIS at every stages of Organization.

15. (a) Explain the process of Management with their information needs.

Or

- (b) What are the Development Stages of MIS within Organization?

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Discuss the merits and demerits of developing MIS in the organization.

Or

- (b) Explain the components of Decision Support System (DSS).

17. (a) Explain the inherent technologies which are affecting business and management.

Or

- (b) Discuss the various steps involved in the conceptual design of a system.

18. (a) Explain the categories of E-Commerce and Payment system.

Or

- (b) Discuss different ethical and social dimensions of information system implementation.

C-4199

Sub. Code

**80932/
81032**

M.B.A. DEGREE EXAMINATION

**COMMON FOR M.B.A. LOGISTICS AND SUPPLY CHAIN
MANAGEMENT/M.B.A. (IS & L)**

NOVEMBER 2021 EXAMINATION

Third Semester

**LINEAR TRADE AND INTERNATIONAL
TRANSPORTATION**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the concepts of Linear Trade?
2. List out Shipboard Handling Equipment.
3. Define Linear cargo.
4. Mention the types of insurance in Cargo.
5. Define the bill of Carriage of Goods by Sea Act, UK 1992.
6. Mention Bill of Lading Clauses.
7. Define Unitization.
8. What are the drawbacks of Intermodal Transportation?
9. Define ICD.

10. What are the benefits of CFSs?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the different types of ships.

Or

(b) Describe the concept of Ro-Ro Access equipment.

12. (a) What do you mean by cargo handling and its handling equipments?

Or

(b) Mention the importance of Trade of Commercial Department in Cargoes.

13. (a) Describe the bill of Lading UK Act 1855.

Or

(b) List out the legal aspects of the bill of lading.

14. (a) What are the legal and insurance implications in the container trade?

Or

(b) What is unitization? How does it differ from the concept of packaging?

15. (a) What are the operations of ICDs and CFSs?

Or

- (b) What are the customs procedures and functioning at ports and CFSs?

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain in detail about the different types of Shipboard Handling Equipment.

Or

- (b) Describe in detail about the importance of cargo storage with suitable illustrations.

17. (a) Explain in detail about the bill of Carriage of Goods by Sea Act, UK 1924.

Or

- (b) Describe in detail about the characteristics of Intermodal Freight Transportation.

18. (a) What are the functions and benefits of ICDs and CFSs?

Or

- (b) Describe in detail about the concept of Intermodal Terminals.
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C-4200

Sub. Code

80933

M.B.A. DEGREE EXAMINATION

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

NOVEMBER 2021 EXAMINATION

Third Semester

WAREHOUSE MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is origination structure of warehouse?
2. Write the process of replenishment?
3. What is the procedure for preparation on receipt of materials?
4. What are the reasons for discrepancies process?
5. What is a surplus material?
6. What do you understand by criticism of stores division?
7. Mention the computerization of warehouse activity.
8. What is the appropriate software for store keeping?
9. What is the process of creating a database for transactional tasks?

10. List out the safety and maintenance of warehouse.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Discuss Warehouse layout.

Or

(b) Discuss the configurations and functions of warehousing operations.

12. (a) With suitable illustration, explain the concept of warehousing operations.

Or

(b) What is physical distribution? Explain how its helps in warehousing functions.

13. (a) What are the procedures for constraining inventory in the organization?

Or

(b) With suitable illustration, what are the types of equipment to handle the materials?

14. (a) What is ERP? With suitable illustrations, how ERP is performed in monitory the employee performance?

Or

(b) With suitable illustration, list out some important points on Health and Safety regulation in Warehouse operations.

15. (a) With suitable illustrations, How Information Communication Technology is useful in warehouse operations?

Or

- (b) Write a short note on inventory management software.

Part C (3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain in detail about the concept of warehouse design and capacity.

Or

- (b) Explain in detail about the WHM system.

17. (a) With suitable illustrations, explain in detail about the transportation in Warehouse operations.

Or

- (b) Discuss the various types of storages in Warehousing operations in detail.

18. (a) With suitable illustration, explain in detail about the concept of material handling and equipment process.

Or

- (b) Compare and contrast Inventory Stock control and inventory stock Analysis.

C-4201

Sub. Code

80934

M.B.A. DEGREE EXAMINATION

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

NOVEMBER 2021 EXAMINATION

Third Semester

MARITIME AND TRANSPORT LAWS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Maritime.
2. Define transportation.
3. Define Carriage contract.
4. What is bill of lading?
5. Define conveyances.
6. Define customs.
7. Define MTO.
8. What is export?
9. What is import?

10. Define Excise clearance.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Write a short note on Non-contractual Action.

Or

(b) What are the functions of bill of lading contracts of carriage?

12. (a) Explain the Railways Act, 1989.

Or

(b) What are the procedures of filing complaints?

13. (a) Write a short note on liabilities of the MTO.

Or

(b) What are the objectives of multi-modal transportation goods act, 1993?

14. (a) Write a short note on prohibition of importation goods.

Or

(b) Write a short note :

(i) Customs officers;

(ii) Warehousing stations.

15. (a) What are the steps involved in clearance of imported goods?

Or

- (b) Explain the Advance ruling.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain the Carriage of Goods by Sea Act, 1924.

Or

- (b) Explain the Indian Consumer Protection Act, 1986.

17. (a) Explain the Multimodal Transportation of Goods Act, 1999.

Or

- (b) Write a short note on prevention and detection of illegal export of goods.

18. (a) Give a detailed note on the carriage by Air Act, 1972.

Or

- (b) What is bill of lading? Explain its contents, significance and types.

C-4202

Sub. Code

**80935/
81035**

M.B.A. DEGREE EXAMINATION

COMMON FOR M.B.A. (L & SCM) AND M.B.A. (IS & L)

NOVEMBER 2021 EXAMINATION

Third Semester

INTERNATIONAL BUSINESS MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is International Business?
2. Define Globalization.
3. What is counter trade?
4. What is WTO?
5. What is global strategic management?
6. Define Global Trade.
7. What do you mean by horizontal foreign direct investment?
8. What is Global Monetary System?
9. What is Pricing?

10. Define E-Business.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Discuss the detail about various stages of Internationalization.

Or

(b) Explain the nature and scope of international business management.

12. (a) Briefly discuss about the organization structure of WTO.

Or

(b) Write short notes on :

(i) Exporting

(ii) Licensing

(iii) Franchising.

13. (a) Describe the features of Investment Environment.

Or

(b) Write the ethics in global business.

14. (a) Describe the various types of Horizontal foreign direct investment.

Or

(b) Explain the functions of the foreign Exchange Market.

15. (a) Explain the models of international product life cycle.

Or

- (b) Describe the functions of new information technologies.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Enumerate the globalization of the world economy.

Or

- (b) Elaborate the E-commerce in India.

17. (a) Discuss the role of various developmental institution in promoting international trade.

Or

- (b) Discuss detail about the globalisation of international trade.

18. (a) Explain the Impact of Regional grouping of Countries.

Or

- (b) Determine various regional grouping countries for trade purpose with examples.

C-4203

Sub. Code

80936

M.B.A. DEGREE EXAMINATION

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

NOVEMBER 2021 EXAMINATION

Third Semester

RETAIL SUPPLY CHAIN MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write a note on principle of SCM.
2. Write four main activities of SCM.
3. What is the importance of capacity allocation in supply chains?
4. Write a short note on Supply Chain Management.
5. List any five features of Retail billing.
6. What do you meant by retail management?
7. Write any two theories of retail management.
8. What do you meant by customer relationship management?
9. Write a short note on ethical issues in retailing.

10. What is retail marketing mix?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the types of retail chain business.

Or

(b) Enumerate the functions of retail business.

12. (a) Evaluate the drivers of retail supply chain change.

Or

(b) Explain the risk of retail supply chain.

13. (a) Difference between the retail strategy and supply chain.

Or

(b) Write the short notes on retail market segments.

14. (a) Write a short notes on PDCA, DMAIC, CPFR.

Or

(b) Define the core competency of retail strategy.

15. (a) Explain the retail supply chain with example.

Or

(b) Explain the future scope of retail returns.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Retail Supply Chain include more than stores in their Make-up. Briefly explain.

Or

(b) Explain the CSR and retail industry in supply chain management.

17. (a) Enumerate the supply chain management excellence.

Or

(b) Explain briefly about retail supply chain process and approaches.

18. (a) Briefly explain about various logistics operations and importance in improving the business of retailers.

Or

(b) Write a brief note on product life cycle and give its example.

C-4204

Sub. Code

80937

M.B.A. DEGREE EXAMINATION

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

NOVEMBER 2021 EXAMINATION

Third Semester

EXIM PROCEDURE AND DOCUMENTATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Export.
2. Define Import.
3. Define letter of credit.
4. What is bill of lading?
5. Define EPCG.
6. Define bill of entry.
7. Define warehousing.
8. What is marine insurance?
9. What is EXIM bank?

10. Define Excise clearance.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Write a short note :

(i) Export licensing

(ii) Category of exporters.

Or

(b) What are the different methods of export?

12. (a) Explain the types of marine insurance policies.

Or

(b) What are the procedures for obtaining ISO 9000?

13. (a) Write a short notes on Customs EDI system.

Or

(b) What are the role of clearing and forwarding agents?

14. (a) Write a short notes on Pre-import procedure.

Or

(b) Explain the Bill of Lading clauses.

15. (a) What are the functions of export promotion council?

Or

(b) Explain the ITPO.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain the Strategies and Preparation for Export Marketing .

Or

(b) Highlight its performance in the field of exports and imports in India.

17. (a) Explain the Export procedure and Methods of exporting.

Or

(b) Write short note :

(i) Certificate Origin;

(ii) Certificate of Measurement.

18. (a) Give a detailed note on Pre-shipment inspection marine.

Or

(b) What is bill of lading? Explain its contents, significance and different types.

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