B.B.A. DEGREE EXAMINATION, APRIL 2023

First Semester

Logistics and Shipping

INTERNATIONAL BUSINESS MANAGEMENT

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   What do you mean by International Business?

2.   What is Macro and Micro Environment?

3.   Balance of Payment.

4.   Abbreviation: SAARC and SAPTA.

5.   What is Exchange rate?

6.   What is Euro currency market?

7.   Define WTO.

8.   What is Merger and Acquisition?

9.   List out the Importance of MNC's.

10.   What is Globalization?

Answer **all** questions.

11. (a) What is International Business Environment?

Or

(b) Briefly explain the absolute cost theory.

12. (a) Explain the Components of Balance of Payment.

Or

(b) Discuss about the International Monetary System.

13. (a) What are the advantage and disadvantages of Foreign Exchange Market?

Or

(b) Explain about the Euro currency market with its features.

14. (a) Explain about the types of Foreign Investment.

Or

(b) Discuss about the Salient features of UR.

15. (a) Briefly explain the nature of MNC's.

Or

(b) Explain the determinants of Imports.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the implication of Globalisation of Business.

Or

(b) Explain the import and export trade procedure.

17. (a) Explain in detail about the FEMA.

Or

(b) Discuss the various modes of entry in International Business.

18. (a) Explain in detail about the factors and reasons for the growth of MNC's.

Or

(b) What is EXIM bank and explains functions of EXIM Bank?

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B.B.A. DEGREE EXAMINATION, APRIL 2023

Second Semester

Logistics and Shipping

FUNDAMENTALS OF LOGISTICS

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   State the importance of Logistics in economy.

2.   Write a note on Functions of Logistics.

3.   What do you mean by "5 Ps of logistics management"?

4.   Define Customs brokers.

5.   Define Unitization.

6.   What is Global logistics?

7.   Write short notes on CONCOR.

8.   Describe the logistics business in export management.

9.   What is Customer service?

10.   What are the world sea-routes?

Answer **all** questions.

11. (a) What are the major and minor ports in India? Write short notes.

Or

(b) Explain Shipping Intermediaries.

12. (a) Write a note on ICD.

Or

(b) Explain the concept of CFS.

13. (a) Write a detailed note on "Carrier of goods by land".

Or

(b) Explain the functions and duties of freight forwarders.

14. (a) Describe the process of packing material handling.

Or

(b) Explain the importance of Global logistics.

15. (a) Narrate the importance of Logistics strategy.

Or

(b) Describe the steps in ABC Costing.

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Answer **all** questions.

16. (a) Briefly explain the Financial Gap Analysis.

    Or

    (b) Mention the role of 3 PL and 4 PL in Logistics.

17. (a) Enumerate the Stages of functional aggregations in organisation.

    Or

    (b) Describe the factors affecting choice of packaging materials.

18. (a) Explain the Ocean freight calculations with examples.

    Or

    (b) Discuss the barriers to global logistics.

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		80632

B.B.A. DEGREE EXAMINATION, APRIL 2023

Third Semester

Logistics and Shipping

BUSINESS COMMUNICATION

(2019 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Communication.

2. What is barrier in business communication

3. In ancient age name the bird used to carry the letter from one place to other.

4. Mention any two formats available in Post Office to write letter.

5. Write the meaning of agenda in an organization.

6. What do you mean by advertisement by a company?

7. State any two types of important reports to be published by a company.

8. Under what circumstances appointment order is issued in an organization.

9. Write the meaning of memo.

10. What is the use of internet in a business?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Mention any five essentials of business communication.

        Or

    (b) Enumerate how information technology is used for communication.

12. (a) Write a letter for cancellation of order placed to supply stationary materials to your company.

        Or

    (b) Draft a letter to a nationalized bank with a request to open a savings account to your employees to remit monthly salary into their account.

13. (a) Prepare a draft advertisement inviting application from BBA qualified students with one year experience for the post of management trainee in your organization.

        Or

    (b) Draft an annual general body circular from company secretary inviting its shareholders to attend the meeting of your company.

14. (a) How do you differentiate Formal, informal, statutory and non-statutory reports in a business communication.

        Or

    (b) Draft an appointment letter for an Engineering graduate for the post works manager, mention his responsibilities and duties to be performed.

2   **C–8436**

15. (a) Enumerate the usage of smart mobile phone in modern business communication.

Or

(b) How do you use internet for efficient communication in a business environment?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the different methods of communication being followed in a business environment.

Or

(b) Draft a business letter to call for quotation to supply office automation such as photo copier machine to your company.

17. (a) Draft a resume as an commerce graduate applying for assistant in a trading organization.

Or

(b) Write a letter from the company secretary inviting the shareholder for the Extraordinary General Body Meeting.

18. (a) Write a detailed note on Memo and circular in a company.

Or

(b) Write the merits of various office devices used in business communication.

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B.B.A. DEGREE EXAMINATION, APRIL 2023

Third Semester

Logistics and Shipping

PRODUCTION AND MATERIAL MANAGEMENT

(2019 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define production management.

2.   Define the concept of plant location.

3.   What are the types of plant layout

4.   Define production planning.

5.   State any three objectives of maintenance.

6.   Write a short note on inspection.

7.   What is meant by selective inventory control?

8.   What is meant by store keeping?

9.   State the different methods of vendor rating.

10. Define the term quality control.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the objectives of production management?

Or

(b) Explain the principles of a good plant layout.

12. (a) Explain the importance of production planning in relation to production process.

Or

(b) State the steps involved in implementing method study.

13. (a) What are the characteristics of quality circle?

Or

(b) State and explain the different selective inventory control technique.

14. (a) Discuss the procedure relating to receipt, stocking and issue of material.

Or

(b) What is Economic Order Quantity? Explain the assumptions and derive an equation to calculate EOQ.

15. (a) Explain the principles of time study and motion study.

Or

(b) Explain in detail lead time analysis.

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Answer **all** questions.

16. (a) Critically examine Weber's theory of industrial location.

    Or

    (b) Explain in detail, the different stages involved in production planning and control.

17. (a) Discuss the essential requirements of a good maintenance system.

    Or

    (b) Discuss the procedure involved in import substitution.

18. (a) Explain the applications of ABC analysis in production and material management.

    Or

    (b) Define Total Quality management. Explain the procedure and principles of Total Quality Management.

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B.B.A. DEGREE EXAMINATION, APRIL 2023

Third Semester

Logistics and Shipping

CUSTOMS PROCEDURES

(2019 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   Show the meaning of customs in Airports.

2.   Narrate the concept of Import TAX.

3.   Extract the meaning of Custom duty.

4.   Express the concept of illegal Import.

5.   Denote the term Protective Duty.

6.   Recall the concept of International Clearance Services.

7.   Expand the term General License in export.

8.   Tell the meaning of Vessels in International shipment.

9.   Distil the meaning of private warehousing.

10.   Show the term 'On Demand Storage'.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Draw the classes of appointing customs officer in India.

Or

(b) Explain the impact of Prohibitions on importation and exportation of goods.

12. (a) Asses the significance of detecting illegal entry of goods.

Or

(b) Discuss the role of storage for notified goods in International business.

13. (a) Compose the uses of custom duties to maximize the growth of international trade.

Or

(b) Examine various kinds of duties charged in boarder free business.

14. (a) Enumerate the uses of clearance for Import and export.

Or

(b) Comprise the essentials on postal articles to enhance the business delivery.

15. (a) Examine the prohibitions and regulation of drawbacks.

Or

(b) Evaluate the method of appointing private warehouses in India.

2 **C–8438**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Broadly examine the need of precautions to be taken by persons acquiring notified goods.

Or

(b) Evaluate the various methods used to prevent the illegal import of goods through ports.

17. (a) Analyze the provisional attachment to protect revenue from shipment in detail.

Or

(b) Contrast the procedure to be followed on arrival of vessels through aircraft in India.

18. (a) Assess the merits of warehousing to regulate the business flow in the right direction.

Or

(b) Discuss the various methods of shipment in International business system.

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C–8439		Sub. Code
		80636

B.B.A. DEGREE EXAMINATION, APRIL 2023

Third Semester

Logistic And Shipping

TAXATION LAW AND PRACTICE

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Total Income.

2. Who is an ordinary resident?

3. Define Annual value.

4. Write a note on self-occupied property.

5. What are capital Assets?

6. What is cost of acquisition?

7. What is casual income?

8. How are speculative losses set-off?

9. What is Indirect Tax?

10. Define VAT.

Answer **all** questions.

11. (a) Which of the following incomes are taxable when the residential status of Mr. Umesh is

(i) Resident, (ii) Not Ordinary Resident, (iii) Non- Resident.

Income accrued in Canada but received in India Rs.2,000.

Rs.5,000 were earned in Africa and received in India Rs. 2,000.

Rs.5,000 earned in India but received in Canada.

Rs.10,000 earned and received in Srilanka from a business controlled from India.

House property income (computed) from Srilanka Rs.2,000.

Rs.4,000 was past untaxed foreign income which was brought to India during the previous year.

Profit earned from a business in Kanpur Rs.10,000.

Or

(b) Write a short note on HUF?

12. (a) Mr. Ray who has income only from house property, submits the following information about his house property income:

Rs.

Rental income of the year

(after deducting following items). 1,00,000

(i) Depreciation 24,500

(ii) Lift maintenance charges 7,500

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	Rs.
(iii) Municipal Taxes (10% of MRV of Rs.1,50,000)	15,000
(iv) Vacancy	10,000
(v) Repairs	18,000
(vi) Pay of chowkidar	1,000
(vii) Bank commission	500
(viii) Legal expenses on recovery of rent	8,000
(ix) Salary of gardener	1,200

Compute Mr. Ray's income from house property for the previous year ending on 31.03.2020

Or

(b) Calculate Net annual value of a house from the following.

Actual Rent received Rs.6,000 p.m.

Municipal rental value Rs.60,000

Fair rental value Rs.66,000

Standard rent Rs.69,000

Municipal taxes paid 10% of municipal rental value.

13. (a) Sanjay submits the following information relevant for the Assessment year 2015 – 2016.

Salary income (Gross)   63,000

Business Income (Loss) 80,000

House property (Loss)   20,000

Determine the net income of Sanjay.

Or

(b) How are speculative losses set off?

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14. (a) From the following data, calculate the capital gains, taxable for assessment year 2020-2021

Particulars	Rs. in lakhs
Site purchased in 1975 value	0.33
Market value of site on 1.4.1981	.75
Ground floor-cost of construction in 1981	1.50
First floor-cost of construction in 1985	2.66
Sale consideration received in 2007 (1.2.2007)	40
Investment in new property	10

Or

(b) Explain long term and short term capital gain.

15. (a) What is the role of Excise duty in the total Revenue? Explain.

Or

(b) What are the different modes of Charging in VAT?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) The Following are the particulars of the income of Shri. Arvind for the previous year ending on 31st March

(i) Salary Rs.12,000 p.m.

(ii) Contribution to recognized P.F. Rs.1,610 per month.

(iii) Employer contributes the same amount as the employee contributes towards P.F.

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(iv) Dearness Allowance: Rs.300 p.m. It is not considered for computation of his retirement benefits.

(v) Interest credited to P.F.@13% is Rs.13,000.

(vi) Contribution to Public Provident Fund is Rs.9,000.

(vii) Bonus Rs.3,000.

(viii) His ration bill of Rs.2,000 p.m. is paid by employer.

(ix) Premium of life Policy is Rs.12,000 on a Policy of Rs.1,00,000.

(x) Deposited Rs.4,800 in Equity Linked Saving Scheme (ELSS).

(xi) Repayment of house building loan taken from HDFC (a Govt. agency) Rs.20,500 during the year.

Find out taxable income of Shri. Arvind for the assessment year 2020 – 2021.

Or

(b) Explain various exempted incomes from House Property.

17. (a) Explain the provisions relating to exempted capital gains.

Or

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(b) Following is the Profit and Loss Account of Kesari Mallaya for the previous year 2019-20.

Profit and loss account

	Rs.		Rs.
To salaries	25,650	By Gross Profit	80,000
To rent	1,000	By Bank interest	450
To commission on sales	100	By Bad debts	
To income-tax	2,600	recovered	
To Entertainment		(last year allowed)	2,000
expenses	600	By Rent from house	
To Commission paid to		property	4,800
collect Interest on		By Interest on	
securities	25		
To Embezzlement by		commercial	
cashier	1,000	securities	2,000
To Municipal tax of H.P.	600		
To Bad Debts (allowed)	450		
To Repairs to house	1,625		
To Office expenses	9,180		
To Depreciation	5,000		
To L.I.C. premium	1,320		
To net profit	40,100		
	89,250		89,250

Depreciation on the assets is Rs.4,500

Compute the taxable business income for the assessment year 2020-2021.

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18. (a) The following are the particulars of the income of a lecturer for the financial year ending 31st March 2020.

   (i) Salary Rs.10,000 p.m. from which 15% is deducted or provident fund to which the college contributes 12%.

   (ii) Hardenship allowance Rs.1,200 p.m.

   (iii) Rent free house of which the annual letting value is Rs.20,000.

   (iv) Dividend received from co-operative society Rs.800.

   (v) 8% interest on Government loan of Rs.5,000

   (vi) Rent from house property Rs.12,000.

   (vii) Interest on postal saving, Bank Account Rs.500

   (viii) LTCG on sale of old car Rs.2,500 and Jewellery Rs.10,500.

   (ix) STCG on sale of shares Rs.9,000

   (x) Examinership remuneration Rs.3,700.

   During the year, he deposited Rs.6,000 in NSS. He also purchased books worth Rs.650. Compute his total income for the Assessment year 2020-2021.

Or

(b) Explain the provisions relating to set-off losses.

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C–8440	Sub. Code
	80637

B.B.A. DEGREE EXAMINATION, APRIL 2023

Third Semester

Logistics and Shipping

RETAIL ENVIRONMENT

(2019 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Write four functions of retailing.

2. What are the features of retailing?

3. What are the environmental factors affecting retailing?

4. What is the meaning of consumer decision making?

5. Define retailer.

6. What is theory of wheel of retailing?

7. What is two trends of modern retailing

8. What do you mean by Franchise?

9. What is growth and maturity in life cycle of retailing?

10. Write two threats faced by the Global retailers.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain in detail the characteristics of Retailer.

Or

(b) What is retailing? Explain the significance of retailing in Indian Context.

12. (a) Describe the life cycle of retailing.

Or

(b) Explain the super market and features of super market.

13. (a) Discuss the process of consumer decision making in retailing.

Or

(b) What is strategy planning? Explain various steps involved in strategy planning in retailing.

14. (a) Explain in detail types of retailing format in India.

Or

(b) What are the factors that influence retail format and location of retail?

15. (a) What are phases of feedback and control in retailing strategy?

Or

(b) Explain in details drivers of retail change in India.

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in details the hyper market and specialty stores and their significance.

Or

(b) Explain in detail Retail Accordion Theory and Theory of Natural Selection.

17. (a) Discuss the strategic planning process for global retailing.

Or

(b) Describe the situation analysis and its objectives.

18. (a) Explain in detail the challenges faced by the retailers in global market.

Or

(b) What is consumer buying decision? Explain the various strategies implemented by retailers to identify the customer needs.

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3   **C–8440**

B.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Logistics and Shipping

FINANCIAL MANAGEMENT

(2019 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Financial Management.

2. What are the two objectives of Financial Management?

3. What is Financial Decision?

4. What are the different types of Shares?

5. What is the Weighted Average Cost of capital?

6. What is Payback period?

7. What is Final Dividend?

8. Differentiate between Current Asset and Current Liability.

9. What is Capital Structure?

10. State two types of methods in Capital Budgeting.

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Difference between Profit Maximization and Wealth Maximization.

Or

(b) List out the scope of capital budgeting.

12. (a) Explain different types of Cost of Capital.

Or

(b) Sigma Ltd issues 20,000, 8% preference shares of Rs.100 each at a premium of 5% redeemable after 8 years at par. The cost of issue is Rs.2 per share. Calculate cost of preference shares.

13. (a) List out the various factors influencing capital structure.

Or

(b) What is optimal capital structure?

14. (a) State the importance of working capital management.

Or

(b) List out the determinants of working capital.

15. (a) What are the sources of short term sources of finance?

Or

(b) If the project cost is Rs.30,000 and the cash inflows is Rs.10,000. Calculate payback period.

2 **C–8441**

Answer **all** questions.

16. (a) Discuss the various types of Dividend policy.

Or

(b) What is leverage? Explain different types of leverage.

17. (a) Explain the various methods of capital budgeting techniques.

Or

(b) Calculate degree of opening leverage and financial leverage for the given companies from the given information.

Particulars	CTS	TCS
Sales	5,00,000	8,00,000
Variable cost	2,00,000	3,00,000
Fixed cost	1,00,000	2,00,000

18. (a) Domino's Pizza Ltd has four types of capital and the cost of capital associated with it. Identify weighted average cost of capital for book value and market value.

Types of Capital	Book Value (Rs.)	Market Value (Rs.)	Specific Cost (%)
Debentures	3,00,000	4,00,000	4
Preference Shares	2,00,000	3,00,000	6
Equity	5,00,000	7,00,000	8
Retained earnings	1,00,000	1,00,000	10
Total	11,00,000	15,00,000	

Or

(b) Explain the functions of financial manager.

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3 **C–8441**

B.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Logistics and Shipping

ADVERTISING AND SALES PROMOTION

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   State the term advertising.

2.   Outline "sales management".

3.   Define personal selling.

4.   List out the different stages of selling process.

5.   Briefly explain sales budget.

6.   Explain the term "promotional strategy".

7.   Define consumer-oriented sales promotion.

8.   Explain the term "sales meeting"?

9.   List out the aim of advertising agency.

10. What is Media Strategy?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Describe the social role of advertising.

Or

(b) Explicate the advertising objectives.

12. (a) Make clear the advertisements are not false or misleading: Comment.

Or

(b) Narrate the elements of copywriting.

13. (a) Clarify the advertisement layout and its functions.

Or

(b) Explain all the steps in campaign planning.

14. (a) Justify the importance of sales force management.

Or

(b) Elucidate the sales force-recruitment and section.

15. (a) Expound the advertising techniques of sales promotion.

Or

(b) Describe the process of personal selling.

Part C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) Dispute the role of media in advertising and sales promotion.

Or

(b) Describe the various types of advertising.

2 C–8442

17. (a) Rationalise the functions performed by advertising agencies.

Or

(b) Explain in detail, how to evaluate the sales training programme.

18. (a) Illuminate sales meeting and sales contents.

Or

(b) Give reasons to determine sales person performance.

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C–8442

C–8443	Sub. Code
	80645

B.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Logistics and Shipping

IT SKILLS

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define the term 'charset'.

2.   State the difference between ALT+S and CTRL+S.

3.   How to check grammatical errors in a word processor application?

4.   Is it possible to compute calculations in a Word Processor. If yes, how?

5.   Define the term absolute reference in a excel spreadsheet.

6.   What is paste special in a excel spreadsheet?

7.   What is a template in powerpoint?

8.   How you tube videos are embedded into a powerpoint presentation?

9.   Define the term table in dbms.

10.   What are reports in MS-Access?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) What is context sensitive menu bar? Explain with an example.

Or

(b) What is the use of snip tool in windows? How Ctrl + Shift + S can be used effectively.

12. (a) In MS Word add image as a header information. Set the header margins based on the size of the image.

Or

(b) Design a word page to give an advertisement in a leading newspaper. Page should contain the organization logo, caption, name of the organization and advertisement content (with formattings)

13. (a) What is filter in excel? How multi level filters can be created.

Or

(b) Budget details of five years is given as a excel spreadsheet. Plot a pie chart for visualizing the income/expenditure for every rupee.

14. (a) Create a ppt with 10 slides using a template. Add necessary formatting.

Or

(b) How to configure header and footer sections in a powerpoint tool? Write the procedures to display the current date and time, page number and the total number of pages in every slide except the title slide.

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15. (a) What is sql language? State the difference between form and a report.

Or

(b) What are constraints in a database? Give example.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) (i) How subscript, superscript, underline, strike through formats are applied in a word processor?

(ii) Discuss in detail about the evolution of operating systems.

Or

(b) How to format tables in a word processor. Write the steps to repeat the column headers, if the table runs more than one page. What is justification? What are the types of justification are possible in word.

17. (a) The Marks of Students obtained in Economics, Accountancy, Business Maths and Statistics subjects have been given XYZ (38, 91, 79, 92), ABC (59, 56, 43, 54), DEF (89, 71, 56, 71), GHI (63, 78, 96, 75) and JKL (95, 56, 88, 65) Find out the lowest Mark in each subject, Average of each student and their percentage. Also Represent the Percentage of Marks in a bar chart in a Spreadsheet.

Or

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(b)   The following data represent the inventory figures of Fish tanks. Construct a MS Excel and answer the Questions below. 1st February 12 Tanks purchased for Rs.18 each, 22nd February 79 tanks were purchased for Rs.19.00, 29th June 237 tanks were purchased for Rs.21.20 each and 30th June 57 tanks were purchased for Rs.51.25 each. How many tanks in total are available for sale?

(i)   What is the total cost of the tanks available for sale?

(ii)   What is the value of the 100 tanks by using the average cost method?

18.   (a)   What is animation in a presentation tool? List and explain some of the animation options available.

Or

(b)   Write the steps to create a database in MS-Access Discuss about the procedures to add, delete and modify a record. Write the procedure to display all the records in a table.

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C–8444		Sub. Code
		80646

B.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Logistics and Shipping

SUPPLY CHAIN AND DISTRIBUTION MANAGEMENT

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is meant by supply chain management?

2.   Mention the any two objectives of SCM.

3.   Define distribution network.

4.   State the optimization approach.

5.   How do you define transportation?

6.   List the modes of transportation.

7.   Who are the major participants in transportation?

8.   What is meant by routing decisions?

9.   Define software.

10.   What is meant by fleet management?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Elaborate the process of designing distribution channels.

Or

(b) Explain the objectives of supply chain management.

12. (a) Narrate the role of distribution network in distribution management.

Or

(b) Discuss the various types of consumer and industrial goods.

13. (a) Elucidate the process of mode of selection of transportation.

Or

(b) Explain the performance characteristics of transportation.

14. (a) Describe the cost associated with transportation.

Or

(b) Write short note on transportation performance measurement.

15. (a) Enumerate the functions of software in transit management.

Or

(b) Discuss the intermodal freight technology in supply chain.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Elucidate the role of technology in distribution management.

Or

(b) Describe the advantages and disadvantages of transportation software.

17. (a) Narrate the categories of transportation costs.

Or

(b) Explain the factors to be considered for distribution network designs.

18. (a) Elaborate the thrust areas of supply chain management.

Or

(b) Discuss the various approaches and techniques involved in distribution networks.

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