

C-0764

Sub. Code

81014

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Integrated Shipping and Logistics

MANAGERIAL ECONOMICS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write do you mean by managerial economics?
2. Write about “Economics is a science of scarcity and choice”.
3. Define the term supply.
4. What do you mean cost in economics?
5. What is cross elasticity of demand?
6. Write the meaning of duopoly.
7. What is cost volume profit?
8. Write the formula for profit?
9. Who formulate monetary policy in India?
10. Define the term” Deflation”.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Draw and explain the concept "Price Elasticity of Demand".

Or

- (b) Draw and explain the concept "Income Elasticity of Demand".

12. (a) Write a short note on Cobb–Douglas Function.

Or

- (b) Discuss the "economies" and "diseconomies" of scale.

13. (a) Explain any five types of pricing.

Or

- (b) How do you differentiate perfect market with imperfect market?

14. (a) Explain the theory of X and theory of Y.

Or

- (b) List and explain any two types of leadership.

15. (a) Write a short note on Balance of Payment".

Or

- (b) Enumerate any five types of inflations in an Economics.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Mention the importance of Managerial Economics.

Or

- (b) List out various types of demand with examples.

17. (a) Point out the features of determinants of supply.

Or

(b) Discuss the concept of Break even analysis. Explain with suitable drawing.

18. (a) Explain the different methods of calculating National Income.

Or

(b) Draw and explain the different stages of Business Cycle.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Integrated Shipping and Logistics

MARKETING MANAGEMENT IN LOGISTICS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define international marketing.
2. What is logistics management in marketing?
3. State the five function area of logistics?
4. What do you mean customer relationship management
5. What are five distribution trade-off?
6. What is the targeting in marketing?
7. Write short note on new service development.
8. What are the different types of logistics services?
9. What s customer value with example?
10. List out 4 P's of marketing

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Narrate the strategies adopted by the marketer planning an organization.

Or

- (b) “The marketers frame myths are to be provided for regulation on sales or service” – justify.

12. (a) “The modern trend on marketing to building consumer relationships and brand names” – Discuss.

Or

- (b) Explain the ways are used to monitor the consumer relationship.

13. (a) Define consumer creation on services on blue printing.

Or

- (b) How to maintain marketing positioning and service quality.

14. (a) Define customer satisfaction and why is it important.

Or

- (b) What to Consider When Changing Marketing Strategies?

15. (a) Narrate the role of intermediaries in service delivery.

Or

- (b) Describe the material handling and packaging in logistics.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elucidate the five dimensions of service quality explain with examples and its benefits.

Or

- (b) Define customer retention strategy and how to retain the customer form top brands.

17. (a) Discuss service marketing mix with suitable example and its advantages?

Or

- (b) Evaluate the role, scope and importance of marketing information system.

18. (a) What is market segmentation and its importance of using market segmentation in business?

Or

- (b) Define service marketing triangle and explain its types.
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M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Integrated Shipping and Logistics

SUPPLY CHAIN MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is a supply chain?
2. What is supply chain strategy?
3. What are the drivers of supply chain performance?
4. What is supply chain network?
5. What is make or buy decision?
6. What is value addition?
7. List the advantages of worldwide sourcing?
8. Who are intermediaries?
9. What is risk pooling?
10. What are Argosy supply chains?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the objectives of supply chain management?

Or

- (b) Explain different types of Supply chain.

12. (a) Describe how to design a supply chain performance measurement system?

Or

- (b) Explain the steps in supplier selection.

13. (a) Discuss the distribution issues in supply chain management?

Or

- (b) Discuss about the strategic importance of transportation.

14. (a) State about the E-Commerce issues in transportation?

Or

- (b) Elaborate on the role of inventory cycle in a supply chain. Explain how uncertainty is managed in the supplier chain.

15. (a) Explain multiple location inventory management with an appropriate example.

Or

- (b) Explain the purpose and benefits of supply chain integration.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the drivers of supply chain performance.

Or

- (b) Illustrate the supply chain network organization models.

17. (a) Explain the need and process of supply chain process restructuring.

Or

- (b) Explain the role of inventory in the achievement of logistical objectives.

18. (a) Bring out the evolution of E–Financial supply chain management.

Or

- (b) Identify and describe the various factors that affect the suppliers and distribution channels.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Third Semester

Integrated Shipping And Logistics

CONTAINERIZATION AND ALLIED BUSINESS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define cellular ships.
2. Define Inventory control.
3. What are the types of cargo?
4. List out the advantages of Air delivery system.
5. What do you mean by Consolidation?
6. Write down the benefits of Unitized packets.
7. What do you mean by Multimodal Transport Bill of Lading?
8. List out the types of Bill of Lading.
9. Define NVOCC.
10. Define MQC.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Distinguish between Containerization and Break bulk shipping.

Or

- (b) Explain IICL Inspectors and their duties.

12. (a) Write a note on Reefer cargoes and explain the components Reefer refrigeration system.

Or

- (b) Define cargo and explain its types.

13. (a) Write a brief note on Consolidation.

Or

- (b) Explain Role of Measurement and Weight of cargo.

14. (a) Difference between a Freight forwarder and an Agent.

Or

- (b) Write a note on Freight brokers and Freight forwarder.

15. (a) Explain about Global service contract.

Or

- (b) Explain about Closed sector contract.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write a note EIR and Explain hardware and software of container.

Or

- (b) Define Containerization and explain types of containers.

17. (a) Explain the Export and Import Process of Reefer Cargo.

Or

(b) Explain in detail about Atmosphere management and its benefits.

18. (a) Explain in detail about Bill of Lading and its types.

Or

(b) Comment on “how Facilities to shippers by consolidation”.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Third Semester

Integrated Shipping and Logistics Management

EXIM MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by trade policy
2. Define trade pattern.
3. Mention any two benefits of logistics in export.
4. List the types of imports.
5. Why does the import license required?
6. Write short note on DEPB scheme
7. State the schemes focus on diamond and jewellery product.
8. Define FDI.
9. What is meant by letters of authority?
10. Define supplementary licenses.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Narrate the general objectives of EXIM Policy.

Or

- (b) Explain the legal framework for trading in India.

12. (a) Describe the various types of imports.

Or

- (b) Elaborate the documentation procedure involved in cargo insurance.

13. (a) Discuss the role of logistic in export.

Or

- (b) Enumerate the export promotion scheme of capital goods.

14. (a) Highlight the import policy and its provisions.

Or

- (b) Delineate the role of sponsoring authorities in EXIM.

15. (a) Elucidate the provisions related to import of gifts and samples.

Or

- (b) Explain the objectives of recently update import policy.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the required registrations with different authorities for intending importers/exporters before commencing business?

Or

- (b) “Exporter is a person, who exports or intends to export and holds an importer exporter code number, unless otherwise specifically exempted”. Discuss
17. (a) Enumerate the relevant documents for transportation of goods.

Or

- (b) Explain the documents for customs clearance of goods.
18. (a) Elaborate various provisions for import in India.

Or

- (b) Explain in detail which Exchange Control formalities are binding upon the importer.
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M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Third Semester

Integrated Shipping and Logistics Management

**BUSINESS ETHICS AND GLOBAL BUSINESS
ENVIRONMENT**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Business.
2. What is meant by CSR?
3. How do you define ethics?
4. Define corporate governance.
5. Name the factors influencing international business.
6. What is meant by Porter's Diamond?
7. Define FDI.
8. List out any two functions of foreign exchange market.
9. Define strategy.
10. What is meant by strategic alliance?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the significance of social responsibility.

Or

- (b) Highlight the role of government in business.

12. (a) Write brief note on organizational ethics.

Or

- (b) Describe the compensation issues connected with corporate governance.

13. (a) Narrate the impact of globalization of the world economy.

Or

- (b) Discuss any two theories of international trade theory.

14. (a) Elaborate the structure of international business.

Or

- (b) Distinguish between vertical and horizontal foreign direct investment.

15. (a) Enumerate the profiting from global expansion.

Or

- (b) Elucidate the pitfalls of exporting.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Narrate the various factors to be considered in business environment.

Or

- (b) Describe the role of political system in business environment.

17. (a) Elaborate the factors determining business ethics.

Or

(b) Discuss on various international trade theory.

18. (a) Explain the significance of WTO in world trade.

Or

(b) Enumerate the strategy of international business.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Third Semester

Integrated Shipping and Logistics Management

TRANSPORT REGULATIONS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define contract of sale.
2. What is meant by ADR?
3. How do you define reinsurance?
4. Write note on Maersk shipping line.
5. Define international trade
6. Name few urban transport challenges.
7. List the objects of customs act, 1962.
8. What is meant by green logistics?
9. Expand GIS-T.
10. Mention the principles of transport planning.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the role of ADR techniques in dispute settlement.

Or

- (b) Narrate the elements of contract of sale.

12. (a) Enumerate the factors to be considered in containerization.

Or

- (b) Elaborate the importance of logistics.

13. (a) Distinguish between trans-border and cross-border transportation.

Or

- (b) Write short note on logistical management of a distribution network.

14. (a) Elucidate the concept of green logistics.

Or

- (b) Describe the duties of customs officers.

15. (a) Explain the role of transport safety and security preparedness.

Or

- (b) Discuss the process of route selection.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the functions and scope of international maritime law.

Or

- (b) Highlight the significance of insurance in transportation.

17. (a) Narrate the role of information technologies in transportation.

Or

- (b) Elaborate the environmental impacts of transportation.

18. (a) Enumerate the provisions relating to conveyances carrying imported and exported goods.

Or

- (b) Explain the impact of geographic information systems for transportation.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Third Semester

Integrated Shipping and Logistics Management

SHIPPING PRACTICE

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define chartering.
2. How do you define Angle of Repose?
3. Expand ULCC.
4. What is meant by IGS?
5. When IMO certification required?
6. Name few reputed oil companies.
7. Define freight.
8. Expand ITOPF.
9. What is meant by demurrage?
10. Define contracts.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the various types of cargo.

Or

- (b) Describe the role of charterers in shipping.

12. (a) Delineate the characteristics of cargoes.

Or

- (b) Enumerate the role of IGS in cargoes.

13. (a) Distinguish between parcel cargoes and carriers.

Or

- (b) Write short note on OCIMF.

14. (a) Narrate the role of broker in freight markets.

Or

- (b) Highlight the commercial and technical terms used in shipping.

15. (a) Write short note on fleet management.

Or

- (b) Elaborate the role of finance in shipping practices.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the various restrictions involved in chartering.

Or

- (b) Narrate the factors to be considered while selecting the right cargo.

17. (a) Enumerate the different types of ships used in cargo.

Or

(b) Elaborate the practitioners involved in freight markets.

18. (a) Discuss the various aspects to be taken care in case of shipping.

Or

(b) Explain the documentation process involved in chartering.
