M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Integrated Shipping and Logistics

MANAGERIAL ECONOMICS

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. What is rational decision making?

2. Write a short note on cross elasticity of demand?

3. What is meant by inelastic supply?

4. Write a short note on diseconomies of scale.

5. What is skimming pricing?

6. What is meant by marginal cost?

7. Give a short note on economic profit.

8. What is return on investment?

9. Give short note on balance of payment.

10. What is hyper-inflation?

Part B   (5 × 5 = 25)

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

11. (a) Explain the contributions of various disciplines to managerial economics.

Or

(b) Detail the different types of demand.

12. (a) Explain about the short run production function.

Or

(b) Detail the significance of marginal and opportunity cost principle in managerial decision making.

13. (a) Explain the characteristics of perfect competition.

Or

(b) Explain the impact of government intervention in pricing.

14. (a) Discuss any two theories of profit.

Or

(b) Explain about cost volume profit analysis.

15. (a) Describe the different phases of business cycle.

Or

(b) Explain the significance of measuring national income.

C–5414

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

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

16. (a) Give a detail note on the different elasticities of demand.

Or

(b) Explain the different elasticities of supply.

17. (a) Detail the different pricing methods adopted in the various stages of product life cycle.

Or

(b) What is meant by monopoly? How is price and output determined in the different time periods under monopoly market structure?

18. (a) Explain the effects of inflation on economic development.

Or

(b) Discuss in detail about the fiscal policy.

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3   **C–5414**

C–5417	Sub. Code
	81021

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Integrated Shipping and Logistics Management

QUANTITATIVE METHODS FOR MANAGEMENT

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Define nonlinear function.

2. Define optimization

3. What is regression?

4. What are the measures of central tendencies?

5. Define the binomial probability distribution.

6. State the multiplication rule for independent events.

7. Define a probabilistic mathematical model.

8. What is linear programming?

9. Define trans-shipment model.

10. What is non-degeneracy in linear programming?

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

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

11. (a) Explain how business can use mathematical model for decision-making.

Or

(b) Define mathematical model with example. How can mathematical models be validated or tested?

12. (a) Discuss the importance of univariate analysis in understanding the characteristics of a single variable.

Or

(b) Explain the importance of bivariate data analysis in examining relationships between two variables.

13. (a) The probability distributions describe the likelihood of different outcomes in a random experiment. Explain.

Or

(b) Explain the terms: sample space, event, and probability space in the context of probability theory.

14. (a) Differentiate between deterministic and probabilistic mathematical models.

Or

(b) Outline the steps involved in solving a linear programming problem graphically.

2   **C–5417**

15. (a) The Network Model is used to represent complex systems and relationships. Discuss.

Or

(b) Discuss the key components and characteristics of the transportation Model.

Part C (3 × 10 = 30)

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

16. (a) Discuss the steps involved in solving an optimization problem.

Or

(b) The expected value represents the average or mean outcome in a probability distribution. Explain

17. (a) Define measures of central tendencies. Explain how each measure reflects the central value of a dataset and discuss their applications.

Or

(b) Discuss the characteristics and applications of binomial, Poisson distribution in different business contexts.

18. (a) Explain how linear programming is applied to achieve cost minimization in business.

Or

(b) Critical path analysis assists in identify and prioritizing tasks for project completion. Explain.

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C–5418		Sub. Code
		81025

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Integrated Shipping and Logistics Management

MANAGEMENT INFORMATION SYSTEM

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. List the objectives of MIS.

2. Classify information systems.

3. Explain financial information systems.

4. List the activities involved in operational marketing information system.

5. Define artificial intelligence (AI).

6. Explain logical flow of decision making process.

7. List out some advantages of supply chain management.

8. Explain components of Information systems.

9. What are the two major aspects of information system security?

10. List out the organizations the promote ethical issues.

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

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

11. (a) Define system. Discuss any three system characteristics. Explain why 'Feedback' and 'Control' are considered the 'key system concepts'?

    Or

    (b) Explain the use of information for competitive advantage.

12. (a) Discuss Input and output subsystems of marketing information system.

    Or

    (b) Explain about accounting information system and its components.

13. (a) Describe the structure of DSS with diagram.

    Or

    (b) What is neural network? Explain Multi-level feed-forward network.

14. (a) Describe how MIS helps mangers?

    Or

    (b) List out the features of supply chain management.

15. (a) Describe the computer crimes and its effects on computerization.

    Or

    (b) List out the benefits and drawbacks of online processing.

2   **C–5418**

Part C   (3 × 10 = 30)

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

16. (a) What are the functions commonly found in an information system for

   (i)   A Manufacturing company

   (ii) A Department store.

Or

   (b) Discuss the strategic HRIS and its application in decision making.

17. (a) Explain the structure of expert system.

Or

   (b) Enumerate classical "Water jug Problem". Describe the state space for this problem and also give the solution.

18. (a) A manufacturing company of auto spare parts wants to become paperless by computerizing all its operations. It will communicate with clients, store inventory and records and persuade clients by showing them presentations with the help of computers. As you are assigned this task, suggest the hardware and software requirement specifying their use for efficient execution.

Or

   (b) Explain the process of Information systems control that reduces the vulnerability ad security threats.

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3   **C–5418**

C–5419	Sub. Code
	81026

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Integrated Shipping and Logistics Management

FUNDAMENTALS OF SHIPPING

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Scenario of global shipping and logistics.

2. Write a short note Future trend in shipping professionalism in shipping.

3. Meaning of International trade Geography.

4. List out the advantages of canals and rivers.

5. Write the origin of ships.

6. Define European expansion and colonization.

7. What is the modern air craft's?

8. Define history of automobiles.

9. Define main branches in shipping.

10. What is mean by port health?

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

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

11. (a) Explain the ships documents and its relevance.

         Or

    (b) Discuss about the introduction to shipping industry.

12. (a) Explain the industrial geography.

         Or

    (b) Describe the international trade geography.

13. (a) Explain the parties to shipping.

         Or

    (b) Discuss about the introduction of shipping operations.

14. (a) Explain the railways history of railways.

         Or

    (b) Describe the origin of documents.

15. (a) Explain the main branches in shipping.

         Or

    (b) Discuss about the mercantile marine department.

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

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

16. (a) Enumerate the introduction to shipping industry.

         Or

    (b) Elaborate the scenario of global shipping and logistics.

2   **C–5419**

17. (a) Explain the shipping geography.

Or

(b) Enumerate the International confederation of free trade union shipping companies.

18. (a) Explain modern aircrafts.

Or

(b) Elaborate the main branches in shipping.

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C–5419

C–5422	Sub. Code
	81034

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Integrated Shipping and Logistics Management

BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. What is meant by business environment?

2. Define society responsibility.

3. Who is called as stakeholders?

4. What is meant by ethical leadership?

5. List the various types of international trade theory.

6. Define absolute advantage.

7. What is meant by foreign direct investment?

8. Define foreign exchange market.

9. How do you define exporting?

10. How do you improve local responsiveness?

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

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

11. (a) Narrate the factors constituents of business environment.

Or

(b) Explain the role of business in society.

12. (a) Enumerate the sources of business ethics.

Or

(b) Discuss the role of corporate governance for better business education.

13. (a) Elaborate the impact of WTO in world trade.

Or

(b) Write short note on global trade and investment environment.

14. (a) Describe the global monetary systems.

Or

(b) Narrate the structure of international business.

15. (a) Elucidate the role of strategic alliances.

Or

(b) Elaborate the export and import financing.

C–5422

Part C   (3 × 10 = 30)

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

16. (a) Describe the business environmental factors determining business.

       Or

    (b) Narrate the functions of corporate governance.

17. (a) Explain the advantages and disadvantages of foreign director investment.

       Or

    (b) Elucidate the pros and cons of exporting.

18. (a) Demonstrate the impact of strategic alliance in global business environment.

       Or

    (b) Elaborate the measures to be taken for improving export performance.

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3   **C–5422**