

C-7077

Sub. Code

81014

M.B.A. DEGREE EXAMINATION, NOVEMBER 2025

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. Define managerial economics.
2. List the role of Managerial economist.
3. Define supply.
4. Define economies of scale.
5. List the different methods of pricing.
6. Define perfect competition.
7. Define profit.
8. Brief Investment analysis.
9. Define balance of payment.
10. Differentiate inflation and deflation.

Part B

(5 × 5 = 25)

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

11. (a) Explain about price elasticity of demand.

Or

- (b) Explain about demand analysis.

12. (a) Discuss the determinants of supply.

Or

- (b) Explain the Cobb-Douglas function.

13. (a) Explain the Features of Monopolistic Competition.

Or

- (b) Discuss the relation between Government intervention and pricing.

14. (a) Explain fixed cost and variable cost.

Or

- (b) Explain profit planning and forecasting.

15. (a) Discuss about National income.

Or

- (b) Compare and contrast monetary and fiscal policies.

Part C

(3 × 10 = 30)

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

16. (a) Explain the role of economics in business decision making.

Or

- (b) Discuss the cost output relationship.

17. (a) Explain the different methods of pricing in detail.

Or

(b) Explain Cost Volume Profit analysis.

18. (a) Discuss the different phases of business cycle.

Or

(b) Explain the determinants of demand.

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81016

M.B.A. DEGREE EXAMINATION, NOVEMBER 2025

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. What is marketing?
2. Mention two objectives of customer values.
3. What is satisfaction?
4. Define the term “services”.
5. What is Expectations?
6. Why is marketing important to logistics?
7. Define the term “consumer”.
8. List out the two important of segmentation.
9. What is logistics strategy in marketing?
10. What do you mean by marketing research.

Part B

(5 × 5 = 25)

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

11. (a) Describe a relationship between logistics and marketing.

Or

- (b) Explain the components of marketing management in logistics.

12. (a) How does logistics impacts in marketing?

Or

- (b) State the concept of marketing environment.

13. (a) Discuss the customer satisfaction.

Or

- (b) Describe the service quality in marketing management of logistics.

14. (a) Enumerate the changing marketing practices.

Or

- (b) Briefly explain the service marketing mix.

15. (a) Examine the process and targeting in services.

Or

- (b) Discuss the important functions of service encounters.

Part C

(3 × 10 = 30)

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

16. (a) Explain the concept of service marketing triangle.

Or

- (b) Discuss the role of customer expectation of services and customer perception of services.

17. (a) Describe the important features of marketing research.

Or

- (b) Enumerate the functions of service Blue printing.

18. (a) State the importance of customer and customers role in service delivery.

Or

- (b) Discuss the need and role of marketing management in logistics.

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81017

M.B.A. DEGREE EXAMINATION, NOVEMBER 2025.

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 are the drivers of supply chain performance?
3. Explain make or buy decision.
4. What is worldwide sourcing?
5. What is supply chain network?
6. What is risk pooling?
7. What is pricing and revenue management?
8. Define supply chain integration.
9. What are Argo supply chains?
10. What is decision tree analysis?

Part B

(5 × 5 = 25)

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

11. (a) Identify the major drivers of supply chain performance.

Or

- (b) Explain how to manage supply chain cycle inventory.

12. (a) Explain the steps in supplier selection.

Or

- (b) Write a short note on Make vs. Buy approach in detail.

13. (a) Explain how uncertainty in the supplier chain managed.

Or

- (b) What are the five dimensions of SCM?

14. (a) Explain the components of supply chain.

Or

- (b) Discuss about the importance of SCM.

15. (a) State about the E-commerce issues in transportation.

Or

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

Part C

(3 × 10 = 30)

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

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

Or

- (b) Discuss the barriers to worldwide sourcing and ways a company can overcome the Barriers.

17. (a) Explain the decision phases in supply chain management.

Or

- (b) Explain different types of Supply chain Management.

18. (a) Discuss the methods of entry into foreign markets.

Or

- (b) In what way do supply chain flows affect the success or failure of a firm such as Amazon? List two supply chain decisions that have a significance impact on supply chain profitability.
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81021

M.B.A. DEGREE EXAMINATION, NOVEMBER 2025.

Second Semester

Integrated Shipping and Logistics

QUANTITATIVE METHODS FOR MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. If $y = e^x + \cos x$ find dy/dx .
2. Evaluate $\int (\sin x + 2x - 1) dx$.
3. Find the range and coefficient of range 3, 6, 12, 5, 9, 10, 2, 8, 20, 15, 14.
4. Write the equation of two regression lines.
5. Write the mean and variance of Poisson distribution.
6. Find the binomial distribution in which the mean is 4 and variance 3.
7. Plot the graph for the inequality $2x + 3y \leq 6$.

8. Define Optimal Solution.
9. An assignment problem is considered as a particular case of a _____ problem.
10. What is an unbalance transportation problem?

Part B

(5 × 5 = 25)

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

11. (a) Integrate the following with respect to x .

(i) $a - be^{-x} + c \cos x$

(ii) $\sqrt{x} + (x - 1)(x - 2)$

Or

- (b) (i) Find the amount if Rs. 20,000 is invested at 10% p.a. for 3 years.
- (ii) An investment earns 3% compounded monthly. Find the value of an initial investment of Rs. 5,000 after 6 years.

12. (a) The regression lines for bivariate x and y are $8x - 10y = -66$, $40x - 18y = 214$ and $\sigma_x^2 = 9$. Find the mean and correlation coefficient.

Or

- (b) Find the Quartiles Q_1 and Q_3 for the following data :

Class :	15-20	20-25	25-30	30-35	35-40	40-45	45-50
Frequency :	13	29	46	60	112	94	45

13. (a) There are two boxes B1 and B2. B1 has 5 apples and 7 oranges. B2 has 5 oranges and 3 mangoes. A fruit is picked from B1. What is the probability that it is an apple? A fruit is picked from B2. What is the probability that it is not a mango?

Or

- (b) A coin is tossed 6 times. What is the probability of getting at least 4 heads?
14. (a) Solve the following LPP

$$\text{Maximize } Z = 2x_1 + 3x_2$$

subject to

$$x_1 + x_2 \leq 30;$$

$$x_2 \leq 12;$$

$$x_1 \leq 20 \text{ and}$$

$$x_1, x_2 \geq 0$$

Or

- (b) A farmer has 200 acres of land. He produces three products X, Y and Z. Average yield per acre for X, Y and Z is 4000, 6000 and 2000 kg. Selling price of X, Y and Z is Rs. 2, 1.5 and 4 per kg respectively. Each product needs fertilizers. Cost of fertilizer is Rs. 1 per kg. Per acre need for fertilizer for X, Y and Z is 200, 200 & 100 kg respectively. Labour requirements for X, Y and Z are 10, 12 and 10 man hours per acre. Cost of labour is Rs. 40 per man hour. Maximum availability of labour is 20,000 man hours. Formulate as LPP to maximise profit.

15. (a) Find the initial basic feasible solution for the following transportation problem using Vogel's approximation Method.

Source	Destination				Supply
	1	2	3	4	
	1	2	3	4	6
	4	3	2	0	8
	0	2	2	1	10
Demand	4	6	8	6	

Or

- (b) Determine the critical path, project duration, Earliest start and latest finish of the project

Activity : 1-2 1-3 2-4 2-5 3-4 4-5

Duration (in days) : 8 4 10 2 5 3

Part C

(3 × 10 = 30)

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

16. (a) (i) Evaluate $\int \left[\frac{1}{\sqrt{x}} + \sqrt{x} + (x-a)(x-b) \right] dx$

(ii) Integrate $t^3 + \sin t$ with respect to t .

Or

- (b) Find two regression lines for the following data :

X	10	12	15	14	19
Y	40	41	48	60	50

17. (a) Find the mean, median and mode for the following data :

Class Interval :	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80
Frequency :	3	7	13	17	12	10	8	8

Or

- (b) A manufacturer of cotter pins knows that 5% of his product is defective. If he sells cotter pins in boxes of 100 and guarantees that not more than 10 pins will be defective, what is the approximate probability that a box will have (i) two defectives (ii) three defectives and (iii) fails to meet the guaranteed quality?
18. (a) An Electric Company produces two products P1 and P2. Products are produced on a weekly basis. The weekly production cannot exceed 25 for product P1 and 35 for product P2 because of limited available facilities. The company employs total of 60 workers. Product P1 requires 2 man-weeks of labour, while P2 requires one man-week of labour. Profit margin on P1 is Rs. 60 and on P2 is Rs. 40. Formulate this problem as an LP problem and solve that using graphical method.

Or

(b) Find the optimal assignment by Hungarian method.

Machine	Operators			
	I	II	III	IV
A	10	5	13	15
B	3	9	18	3
C	10	7	3	2
D	5	11	9	7

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81025

M.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Second Semester

Integrated Shipping and Logistics

MANAGEMENT INFORMATION SYSTEM

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the functional areas of information system in business?
2. List out the components of information system.
3. Write short notes on decision support system.
4. State any two benefits of using Manufacturing IS.
5. Define Sensitive analysis.
6. Write short notes on genetic algorithms.
7. Why management IT is important?
8. How do you manage the information resources?
9. Narrate the ethical issues in information system.
10. Outline the meaning of information system security.

Part B

(5 × 5 = 25)

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

11. (a) Write a note on 'organisation as a system'.

Or

- (b) Explain the foundations of information system in business.

12. (a) Enumerate the benefits of using Human Resource IS.

Or

- (b) Explain the components of Marketing IS.

13. (a) Describe the advantages and disadvantages of decision support system.

Or

- (b) Bring out the applications of fuzzy logic.

14. (a) Elaborate the role of IS in Supply Chain management.

Or

- (b) What is EDI? Explain the process improvement that EDI offers.

15. (a) What are the societal impact of IS?

Or

- (b) How the risks in making online payments will be prevented?

Part C

(3 × 10 = 30)

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

16. (a) Describe the role of IS in decision making.

Or

- (b) What is strategic advantage? And explain the strategic role of Information system.

17. (a) Write a detailed note on need, uses and approaches of AI.

Or

- (b) Describe the applications of Global Information Technology on key issues of management.

18. (a) Elucidate the ethical dilemmas faced by IT professionals.

Or

- (b) What are the components of FIS and explain how they works together?

C-7082

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81026

M.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Second Semester

Integrated Shipping and Logistics

FUNDAMENTALS OF SHIPPING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is shipping?
2. List out the types of shipping.
3. Define industrial geography.
4. What is a resource?
5. What are shipping operations?
6. Write short notes on BIMCO.
7. State the uses of aircraft.
8. What are the documents needed to register a ship?
9. Who are the largest ship owners in India?
10. How do you calculate the cargo stowage?

Part B

(5 × 5 = 25)

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

11. (a) Explain the scope of shipping field.

Or

- (b) Describe the challenges in shipping industry.

12. (a) Bring out the importance and major approaches of industrial geography.

Or

- (b) Compare and contrast Atlas with Map.

13. (a) Describe the functions of UNCTAD.

Or

- (b) What is the role and responsibility of each party within the shipping process?

14. (a) Briefly discuss the history of Railways.

Or

- (b) What is flag of convenience? Why do ships need a flag of convenience?

15. (a) Describe the role and responsibilities of a customs officer.

Or

- (b) Enumerate the importance of plant quarantine.

Part C

(3 × 10 = 30)

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

16. (a) Explain the shipping documents and its relevance.

Or

- (b) Describe the advantages of Canals and river transportation system.

17. (a) 'Liner shipping connectivity as determinant of trade' – Discuss.

Or

- (b) Describe the functions of administrative Authorities in Shipping.

18. (a) Compare and contrast the different modes of transport systems.

Or

- (b) Describe the major ports in India.
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81031

M.B.A. DEGREE EXAMINATION, NOVEMBER 2025

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 containerization.
2. Write the role of Malcolm maclean.
3. What do you mean by commodities?
4. Define product handling.
5. Define consolidation.
6. What do you mean by broken space and freighting?
7. Define freight brokers.
8. Define Bill of Lading.
9. Write few NVOCC practice.
10. What is called minimum quantity contract?

Part B

(5 × 5 = 25)

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

11. (a) Write down in detail the technical aspects of containers.

Or

- (b) Write a short note on standardization of containers.

12. (a) Write the importance of Air delivery system.

Or

- (b) Write a note on humidity management and control.

13. (a) Write the importance of Consolidation.

Or

- (b) Write a note on unitized packets and its benefits.

14. (a) Write the role of forwarders in Europe.

Or

- (b) Explain the multimodal transport bill of lading.

15. (a) Write the importance of non-compliance of a service contract.

Or

- (b) How a NVOCC helps a shipper? Explain.

Part C

(3 × 10 = 30)

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

16. (a) Write the prefix and suffix and their importance of containerization.

Or

- (b) Write the respiration levels for various commodities in detail.

17. (a) Write the role and commencement of forwarders.

Or

- (b) What is Inventory management? Explain its importance.

18. (a) Write the importance of global service contracts.

Or

- (b) Explain the procurement and building up of inventories in detail.
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C-7084

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81033

M.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Integrated Shipping and Logistics

EXIM MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out the limitations of export trade.
2. Define trade policy.
3. State the meaning of marks and numbers in logistics.
4. What are the cost factors in economic packing?
5. State the importance of Export promotion schemes.
6. Write short notes on pharmaceutical product exports scheme.
7. What is an import control?
8. Bring out the examples of foreign investments in India.
9. Who are the eligible persons to import samples?
10. State the powers of central Government to prohibit imports under Import control act.

Part B

(5 × 5 = 25)

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

11. (a) Bring out the role and benefits of promotion councils.

Or

- (b) Enumerate the restrictions and conditions which apply to OGL.

12. (a) Elucidate the common types of cargo insurance coverage.

Or

- (b) What is an export? Explain the principal documents concerned with export.

13. (a) How the promotion schemes are categorised?

Or

- (b) Describe the features of Export Promotional capital goods scheme.

14. (a) How beneficial is foreign investment for developing countries.

Or

- (b) Elaborate the benefits of removing restrictions on agricultural product packing.

15. (a) Bring out the functions of Import and Export Licensing Authorities (DGFT).

Or

- (b) Narrate the provisions in Import Control Act on power to seize the import of goods and materials.

Part C

(3 × 10 = 30)

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

16. (a) Discuss the advantages and disadvantages of international trade.

Or

- (b) Write a detailed note on objectives, features and advantages of EXIM policy.

17. (a) Describe the procedures for import and export in India.

Or

- (b) Write a detailed note on Remission scheme and Diamon Jewellery products export promotion scheme.

18. (a) Discuss the provisions in India's current import policy on import procedures and duties.

Or

- (b) Describe the provisions on goods sent for repairs, replacements baggage and post parcels.
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M.B.A. DEGREE EXAMINATION, NOVEMBER 2025.

Third Semester

Integrated Shipping and Logistics

**BUSINESS ETHICS AND GLOBAL BUSINESS
ENVIRONMENT**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define business.
2. What is environmental pollution?
3. Write a short note on corporate governance structure of boards.
4. What is ethical decision making?
5. Write a note on porter's diamond model.
6. What do you mean by trading system?
7. What is vertical foreign direct investment?
8. What do you mean by the term host country?

9. Name the different types of market entry modes available to companies.
10. Define international business strategy.

Part B

(5 × 5 = 25)

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

11. (a) How does political system influence the business? Explain in detail.

Or

- (b) Explain the concept of corporate social responsibility (CSR) and its advantages.

12. (a) Explain the following:

- (i) Ethical values and stakeholders
- (ii) Ethics and profit.

Or

- (b) How does ethical leadership provide improved corporate governance and better business education?

13. (a) What are the main drivers of globalization, and how do they impact international businesses? Explain.

Or

- (b) Compare and contrast the theories of absolute advantage and comparative advantage, illustrating their application in international trade.

14. (a) Bring out the benefits and drawbacks of horizontal FDI for both the investing company and the host country's economy.

Or

- (b) Discuss the functions and significance of the foreign exchange market in international trade and finance.
15. (a) Describe the concept of a strategic alliance and its importance in the modern business landscape.

Or

- (b) How does counter trade contribute to economic growth and trade relationships with developed countries?

Part C

(3 × 10 = 30)

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

16. (a) Describe the constituents of business environment and explain its significance.

Or

- (b) What is ethics across cultures? Discuss the factors influencing business ethics.
17. (a) Explain the role and functions of the World Trade Organization (WTO) in International Trade. How does the WTO contribute to promoting global trade, resolving disputes, and supporting economic development in member countries?

Or

- (b) Discuss the concept of Global Monetary System. Explain its functions in detail.

18. (a) Describe the strategy of International Business. Discuss its significance in the global market place.

Or

- (b) Discuss the promise and pitfalls of exporting. How export performance can be improved?
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M.B.A. DEGREE EXAMINATION, NOVEMBER 2025.

Third Semester

Integrated Shipping and Logistics

TRANSPORT REGULATIONS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define pilotage.
2. What is salvage?
3. What is reinsurance?
4. Write a short note on Maersk Shipping Line.
5. Define Globalisation.
6. Write a short note on urban transportation.
7. Write a short note on cruise industry.
8. What is transport costs?
9. Define transport planning.
10. Write a note on traffic assignment.

Part B

(5 × 5 = 25)

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

11. (a) Define towage in the context of maritime operations and Explain in detail contract of sale.

Or

- (b) Discuss the advantages and disadvantages of arbitration as a method of dispute resolution for parties involved in international trade and commerce.

12. (a) Define cargo insurance and its importance in safeguarding the interests of cargo owners during sea transportation.

Or

- (b) Explain in detail the maritime transport. Discuss the benefits of containerization.

13. (a) Describe the following :

- (i) Commodity chain analysis and
- (ii) Freight distribution clusters.

Or

- (b) Explain the features of city logistics and discuss the role of information technologies in urban transport.

14. (a) Explain in detail the impact of climate change and adaptation of transport infrastructure.

Or

- (b) Discuss the primary objectives of customs act 1962 and state the duties of officers of customs.

15. (a) Discuss the various components of a GIS and explain how they are utilized in transportation planning and analysis.

Or

- (b) Illustrate the purpose of conducting traffic counts and traffic surveys.

Part C

(3 × 10 = 30)

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

16. (a) What is the scope and significance of international maritime law in governing global shipping activities and maritime trade?

Or

- (b) Describe the features of Protection and Idemnity insurance and state the additional marine insurance coverage.

17. (a) What are the major challenges faced by urban transportation systems? Propose some strategies that cities can implement to address these challenges.

Or

- (b) Explain in detail the pollutants emitted by transport system and state the features of green logistics.

18. (a) What is transport policy and explain its nature in detail.

Or

- (b) Describe the objects and reasons of the Multimodal Transportation of Goods Act 1993.

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81037

M.B.A. DEGREE EXAMINATION, NOVEMBER 2025.

Third Semester

Integrated Shipping and Logistics

SHIPPING PRACTICE

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by cargo?
2. Define liquid cargo brokering.
3. What is meant by crude carriers?
4. Write short note on crude oil washing.
5. List out the factors affecting freight markets.
6. Mention the international organization related to tanker trades.
7. What is meant by fixture notes?
8. Expand OCIMF.
9. Define commercial management.
10. State the steps involved in ship purchase.

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of charters in shipping.

Or

- (b) Narrate the benefits of packing in cargo.

12. (a) Write short note on Segregated Ballast Tanks (SBT).

Or

- (b) Describe the importance of cargoes in oil refining and its products.

13. (a) Enumerate the issues involved in freight markets.

Or

- (b) Elaborate the functions of international Tanker Operator Pollution Fund (ITOPF).

14. (a) Differentiate loading port and discharging port.

Or

- (b) Explain the role of agents in cargo.

15. (a) Write detail note on freight tax.

Or

- (b) Narrate the process involved in registration and classification of ships.

Part C

(3 × 10 = 30)

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

16. (a) Describe the various types of packing used in cargo.

Or

- (b) Narrate the process involved in IMO certification.

17. (a) Highlight the role of international tanker operators pollution fund.

Or

- (b) Discuss about the factors affecting the freight market.

18. (a) Elaborate the methods of communication in shipping.

Or

- (b) Enumerate the key terms used in shipping management.
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