

ONLINE PROGRAMME EXAMINATIONS
M.B.A. (LM) DEGREE EXAMINATION, DECEMBER 2024
Second Year - Third Semester
BUSINESS ADMINISTRATION
MODERN LOGISTICS OPERATIONS
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. The objective of independent business function stage is
 - (a) Cost reduction
 - (b) Maximisation of profit by sales volume
 - (c) Core competency
 - (d) Maximisation of profitable sales volume and cost reduction
2. Form utility is created by
 - (a) Operation function
 - (b) Procurement function
 - (c) Logistics function
 - (d) Distribution function
3. Inbound and outbound logistics is ----- in the generic value chain of logistics.
 - (a) a support activity
 - (b) a primary activity
 - (c) not an activity
 - (d) The only activity
4. Competitive advantage can be created and achieved by logistics managers by
 - (a) Cost advantage
 - (b) Quality
 - (c) value advantage
 - (d) Cost and value advantage
5. The diesel power was introduced in the
 - (a) 1910s
 - (b) 1920s
 - (c) 1930s
 - (d) 1940s

6. One third of the world's merchant fleet in dead weight capacity terms is represented by
- (a)oil tankers (b)product tankers
(c)LNG tankers (d)Acid tankers
7. ULCC are those vessels with dead weight
- (a)less than 200000 dwt (b)exceeding 200000 dwt.
(c)above 300000 dwt. (d)above 500000 dwt.
8. The opening of Suez canal saved ----- nautical miles
- (a)4000 (b)4500
(c)5000 (d)5500
9. The Panama canal was opened in
- (a)1869 (b)1914
(c)1920 (d)1934
10. The stability of liner freight rates extends for a period of not less than
- (a)6 months (b)12 months
(c)15 months (d)18 months

11. The document that is used in imports and not in exports is
- | | |
|---------------------|------------------|
| (a)bill of entry | (b)charter party |
| (c)letter of credit | (d)shipping bill |
12. The shipping intermediary who is called M 5.5% is
- | | |
|-------------------------|--------------------------|
| (a)shipping agent | (b)freight broker |
| (c)freight intermediary | (d)clearing house broker |
13. The leading Mazdoor is assisted by
- | | |
|---------------|-----------------|
| (a)Tindal | (b)winch driver |
| (c)signal man | (d)Mazdoor |
14. The permitted free days for the goods to be kept in port for shipment is
- | | |
|------------|------------|
| (a)5 days | (b)7 days |
| (c)10 days | (d)15 days |
15. Stevedores are appointed by
- | | |
|-------------------------|-----------------------|
| (a)the shipper | (b)the consignee |
| (c)the shipping company | (d)the shipping agent |

16. The labourers are paid on the basis of
- (a)monthly wages

(b)daily wages

(c)Commission

(d)work shifts
17. The major parts are under the direct responsibility of
- (a)The ministry of commerce

(b)The ministry of shipping

(c)The central government

(d)The state government
18. The port that handles mainly coal traffic is
- (a)Kandla

(b)Cochin

(c)New Mangalore

(d)Tuticorin
19. The container vessels were formerly called
- (a)Vessels

(b)Trucks

(c)Vanships

(d)Ships
20. GRP is a classification of container by
- (a)Raw material

(b)Size

(c)Use

(d)Cargo

21. The autonomous public sector undertaking under the Ministry of Railway is

- | | |
|-----------|--------|
| (a)ICD | (b)CFS |
| (c)CONCOR | (d)CWC |

22. A specific place for a ship in harbour is called

- | | |
|----------|----------|
| (a)Berth | (b)Dock |
| (c)Board | (d)Wharf |

23. Conference system is an association of ----- ship owners

- | | |
|------------|--------------|
| (a)Liner | (b)Tramp |
| (c)Tankers | (d)Container |

24. Charter party is a ----- word ‘Charta Partitia’ meaning divided document.

- | | |
|------------|------------|
| (a)Latin | (b)Greek |
| (c)Spanish | (d)Chinese |

25. BFI stands for

- | | |
|-------------------------|-------------------------|
| (a)Buffer Freight Index | (b)Baltic Freight Index |
| (c)Better Freight Index | (d)Bombay Freight Index |

26. If the lien for freight is not discharged within ----- days, the wharfinger may sell the Goods by public auction
- (a)30 days (b)45 days
(c)90 days (d)120 days
27. The internal process deals to
- (a)Supply uncertainty (b)Process uncertainty
(c)Demand uncertainty (d)Production uncertainty
28. When goods are sent to an agent of an exporter in the importing country, the method of payment adopted is
- (a)Open account (b)Letter of credit
(c)Consignment sale (d)Document against acceptance
29. The following transport document is acceptable under a letter of credit
- (a)House airway bill (b)House bill of lading
(c)Warehouse receipt (d)Tramp bill of lading
30. The route lying between South Eastern South America and North Western Europe and Mediterranean is
- (a)The Cape route (b)The South Atlantic route
(c)The Panama route (d)The North Pacific route

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31. Combination carrier is a unifixed cargo carrier combining container and

(a)OBO

(b)RO/RO

(c)SD14

(d)Train ferry

32. A well defined corporate vision

(a)reflects the capability of the management to think beyond the current way.

(b)reflects the extent of use of logistical component for competitive advantage

(c)ensures effective implementation of logistics strategy

(d)deals with managing change

33. The incoterm providing or least responsibility to seller is

(a)EXW

(b)DDP

(c)FOB

(d)CIF

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the various functions of marketing logistics

[OR]

(b) How does technology help in tracking goods? Discuss two such technologies.

35. (a) Enumerate the benefits that outsourcing provides to companies.

[OR]

(b) Explain the main objectives of customs control.

36. (a) What are the levels of order picking? Explain.

[OR]

(b) Why is insurance necessary in EXIM logistics? Explain.

37. (a) Discuss multimodal transport and identify its key players.

[OR]

(b) Explain how managing an industrial project is a challenging task for logistics providers.

38. (a) State the various information that is provided by Logistics Resource Management.

[OR]

(b) Explain the advent of Logistics Service Providers.

39. (a) Distinguish between on-site consolidation and off-site consolidation.

[OR]

(b) Discuss the role of technology in managing perishable goods.

40. (a) Explain the characteristics and design of LIS.

[OR]

(b) Explain the various automatic identification technologies used in logistics

ONLINE PROGRAMME EXAMINATIONS
M.B.A. [LM] DEGREE EXAMINATION, DECEMBER 2024.
Second Year - Third Semester
BUSINESS ADMINISTRATION
PACKING AND PACKAGING MANAGEMENT
(CBCS - 2020/2023-24 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What is the primary purpose of packing and packaging in logistics?

(a) Enhancing product aesthetics	(b) Minimizing transportation costs
(c) Providing product information	(d) Ensuring product freshness
2. What does packaging communication primarily aim to achieve?

(a) Entertain consumers	(b) Inform and educate consumers
(c) Increase manufacturing costs	(d) Decrease shelf life
3. In the context of product content production, what does "packing" refer to?

(a) Enclosing products in containers	(b) Creating visual content for packaging
(c) Preparing products for shipping	(d) Writing and organizing product information
4. What type of content is typically included in product packing?

(a) Technical specifications	(b) Marketing slogans
(c) Shipping labels	(d) Production schedules
5. Which type of packaging directly encloses the product and is in direct contact with it?

(a) Primary packaging	(b) Secondary packaging
(c) Tertiary packaging	(d) Quaternary packaging

6. What does secondary packaging commonly include besides protecting primary packaging?
- (a) Handling instructions (b) Ingredient list
(c) Barcode (d) Promotional offers
7. What is the primary purpose of identification codes in supply chain management?
- (a) Enhancing product aesthetics (b) Providing product information
(c) Ensuring product freshness (d) Facilitating inventory tracking
8. Which type of barcode is widely used in retail for product identification?
- (a) QR Code (b) Maxi Code
(c) UPC (d) Data Matrix
9. Which of the following is a benefit of optimizing Proof Packing-Product-Packaging Capability?
- (a) Increased product shelf life. (b) Reduced labour costs.
(c) Improved supplier relationships. (d) Lower insurance premiums.
10. Which department primarily benefits from enhanced Proof Packing-Product-Packaging Capability?
- (a) Human resources. (b) Marketing.
(c) Operations. (d) Finance.

11. Which aspect of packing ensures that goods are safeguarded from damage during transportation and handling?
- (a)Protection (b)Convenience
(c)Environment (d)Aesthetics
12. Which packing consideration focuses on reducing waste and utilizing sustainable materials?
- (a)Protection (b)Convenience
(c)Environment (d)Cost-effectiveness
13. What aspect of packing management primarily addresses the physical characteristics of products to ensure safe handling and transportation?
- (a)Physical nature (b)Chemical nature
(c)Environmental nature (d)Biological nature
14. Which of the following is an example of a physical consideration in packing management?
- (a)Avoiding chemical reactions (b)Using recyclable materials
(c)Protecting from impact (d)Minimizing carbon footprint
15. Which of the following materials is commonly used in biodegradable packaging?
- (a)Polyethylene (b)Polystyrene
(c)PLA (Polylactic Acid) (d)PVC (Polyvinyl Chloride)

16. Which of the following materials is commonly used for primary packaging?

- | | |
|--------------------|----------------------|
| (a) Wooden pallets | (b) Corrugated boxes |
| (c) Glass bottles | (d) Shrink wrap |

17. What is the main advantage of using corrugated fibre board for packaging?

- | | |
|-----------------------|---|
| (a) It is waterproof | (b) It is highly durable and provides good cushioning |
| (c) It is transparent | (d) It is non-recyclable |

18. Which of the following is the primary goal of packaging for marketing purposes?

- | | |
|--|--|
| (a) To protect the product from damage | (b) To make the product more visually appealing to consumers |
| (c) To reduce the cost of production | (d) To ensure the product is biodegradable |

19. Which of the following materials is commonly used for primary packaging?

- | | |
|--------------------|----------------------|
| (a) Wooden pallets | (b) Corrugated boxes |
| (c) Glass bottles | (d) Shrink wrap |

20. What is the purpose of using desiccants in packaging?

- | | |
|--|---|
| (a) To add weight to the package | (b) To prevent the package from being crushed |
| (c) To absorb moisture and keep the contents dry | (d) To enhance the visual appeal of the package |

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21. Which of the following is a primary advantage of using paper as a packaging material?
- (a)High durability
 - (b)Lightweight and recyclable
 - (c)Resistance to moisture
 - (d)Thermal insulation
22. Which type of adhesive is most commonly used in packaging to seal cardboard boxes?
- (a)Hot melt glue
 - (b)Epoxy resin
 - (c)Silicone adhesive
 - (d)Super glue
23. Which of the following factors most directly influences packing cost?
- (a)Product weight
 - (b)Marketing strategy
 - (c)Material choice and quantity
 - (d)Consumer preferences
24. Why is it important to keep packaging costs proportionate to product costs?
- (a)To improve the visual appeal of the product
 - (b)To maximize profit margins
 - (c)To ensure the packaging is reusable
 - (d)To comply with environmental regulations
25. Which of the following is a primary objective of consumer protection laws in food packaging?
- (a)To enhance the aesthetic appeal of packaging
 - (b)To ensure food safety and prevent contamination
 - (c)To reduce packaging costs
 - (d)To promote the use of biodegradable materials

26. Which regulatory body is primarily responsible for overseeing food packaging safety in the United States?
- (a)Environmental Protection Agency (EPA) (b)Food and Drug Administration (FDA)
(c)Federal Trade Commission (FTC) (d)Consumer Product Safety Commission (CPSC)
27. What is the primary concern addressed by laws regulating the use of certain chemicals in food packaging?
- (a)Environmental impact (b)Shelf-life extension
(c)Health risks to consumers (d)Cost reduction
28. Which of the following is a key demand of the consumer goods industry in terms of packaging?
- (a)High production cost (b)Minimal environmental impact
(c)Low durability (d)Complex packaging design
29. Which of the following packaging features is crucial for attracting consumers in the retail market?
- (a)Plain and simple design (b)Unlabeled packaging
(c)Eye-catching and informative design (d)Heavy and bulky packaging
30. Which of the following is a significant trend in packaging demands within the consumer goods industry?
- (a)Increased use of single-use plastics (b)Shift towards sustainable and eco-friendly materials
(c)Preference for manual packaging processes (d)Decrease in the use of branding on packaging

31. What is induction sealing primarily used for in packaging?
- (a) To provide an attractive visual appeal (b) To create a tamper-evident seal on containers
(c) To reduce the overall cost of packaging (d) To make the packaging more eco-friendly
32. Which of the following processes involves the use of electromagnetic induction to bond a foil laminate to the container?
- (a) Ultrasonic welding (b) Heat sealing
(c) Induction sealing (d) Laser welding
33. In the context of packaging graphic design, what is the primary purpose of using vibrant colours and attractive imagery?
- (a) To reduce production costs (b) To enhance the structural integrity of the package
(c) To attract consumer attention and improve marketability (d) To increase the weight of the package

PART - B

(7 X 6 = 42)

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

34. (a) What do you mean by packing? Write the functions of packing department.
[OR]
(b) What are the testing methods of packing?
35. (a) Explain the primary and secondary types of packing.
[OR]
(b) What are the advantages of barcodes and electronic data interchange in packing?
36. (a) Explain types of packing in different organisation used.
[OR]
(b) Packing as a system approach to logistics – Justify.
37. (a) Explain the physical and chemical nature of products packages.
[OR]
(b) What are the measures and tools used for Biodegradation of packing waste?
38. (a) What are the materials used for packing against eco-friendly environment?
[OR]
(b) Explain the consequences of substandard material used for packaging.
39. (a) Highlights the packaging cost Vs product cost.
[OR]
(b) Discuss the precaution measures taken for protection of consumers through food Packaging.
40. (a) Elaborate the packaging demands of consumer goods industry.

[OR]

(b) Explain the necessity graphic design in packaging.

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ONLINE PROGRAMME EXAMINATIONS
M.B.A (LM) DEGREE EXAMINATION, DECEMBER 2024
Second Year - Third Semester
BUSINESS ADMINISTRATION
RAIL-ROAD-LOGISTICS
(CBCS - 2020/2023-24 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What is the primary role of transportation in logistics?

(a) To reduce product quality	(b) To minimize storage costs
(c) To ensure timely delivery of goods	(d) To increase production costs
2. Which term refers to the combination of different transportation modes in logistics?

(a) Multimodal transport	(b) Single-mode transport
(c) Direct shipping	(d) Cargo consolidation
3. How does efficient transportation impact inventory levels?

(a) Increases inventory holding costs	(b) Requires larger warehouses
(c) Reduces the need for large safety stocks	(d) Increases lead time
4. What is the primary focus of in-bound logistics?

(a) Distribution of finished goods	(b) Transportation of raw materials and components to the manufacturing facility
(c) Customer service	(d) Inventory management of finished products
5. Which of the following best describes out-bound logistics?

(a) Procurement of raw materials	(b) Production scheduling
(c) Distribution of finished goods to customers	(d) Internal handling of goods

6. What is a potential future trend in in-bound logistics for improving efficiency?
- (a)Increased use of manual labour (b)Adoption of autonomous vehicles for material transport
(c)Decreased focus on technology (d)Reduced collaboration with suppliers
7. What is a major future trend in railway logistics?
- (a)Decreased use of technology (b)Increased reliance on fossil fuels
(c)Expansion of high-speed rail networks (d)Reduction in freight transportation
8. Which technology is expected to enhance railway logistics facilities in the future?
- (a)Steam engines (b)Autonomous trains
(c)Manual signalling systems (d)Gas-powered locomotives
9. How might smart rail logistics systems impact the future of freight transportation?
- (a)Increase transportation time (b)Decrease operational efficiency
(c)Enable real-time tracking and monitoring (d)Eliminate the need for rail transportation
10. Which government initiative aims to create dedicated freight corridors to boost rail logistics in India?
- (a)Digital India (b)Make in India
(c)Dedicated Freight Corridor (DFC) (d)Swachh Bharat Abhiyan

11. What is the purpose of the "Kisan Rail" initiative introduced in India?
- (a) To transport agricultural produce at subsidized rates (b) To increase passenger travel on trains
(c) To promote tourism in rural areas (d) To enhance the speed of urban transportation
12. Which technology is being implemented to improve the tracking and management of rail freight in India?
- (a) Blockchain for payment processing (b) Artificial Intelligence for predictive maintenance
(c) Virtual Reality for passenger entertainment (d) Steam engines for enhanced speed
13. What is the primary factor influencing freight rate for cargo transportation by rail?
- (a) Distance travelled (b) Type of locomotive used
(c) Number of stops along the route (d) Availability of onboard amenities
14. Which of the following best describes the concept of "dynamic pricing" in railway freight determination?
- (a) Fixed pricing regardless of demand (b) Pricing that varies based on real-time demand and supply conditions
(c) Uniform pricing for all types of cargo (d) Pricing that decreases over time
15. How does the type of cargo affect railway freight rates?
- (a) All cargo types are charged the same rate (b) Perishable goods typically have lower rates
(c) Hazardous materials often incur higher rates due to safety regulations (d) Bulk commodities are always more expensive to transport

16. What is the primary purpose of pooling at a rail head in logistics?
- (a) To reduce the number of trains needed
 - (b) To consolidate shipments for more efficient distribution
 - (c) To increase travel time
 - (d) To separate different types of cargo
17. Which facility is essential at a rail head for effective pooling and distribution?
- (a) Passenger lounge
 - (b) Advanced warehousing and storage facilities
 - (c) Entertainment centres
 - (d) Tourist information desk
18. What is the role of a cross-dock facility at a rail head?
- (a) To provide passenger amenities
 - (b) To directly transfer goods from incoming trains to outbound trucks with minimal storage time
 - (c) To offer dining options
 - (d) To increase storage costs
19. What is the primary focus of reverse logistics in road transportation?
- (a) Forward movement of finished goods to customers
 - (b) Management of returns, recycling, and disposal of products
 - (c) Increasing production efficiency
 - (d) Enhancing customer service during delivery
20. Which of the following is a common activity in reverse logistics?
- (a) Order processing
 - (b) Inventory stocking
 - (c) Product returns and recycling
 - (d) Initial product delivery

21. What is one of the primary technological advantages of outsourcing fleets in rail-road logistics?
- (a)Reduced transportation time
 - (b)Access to advanced fleet management systems
 - (c)Decreased fuel consumption
 - (d)Increased number of vehicles
22. Which cost factor is most commonly reduced by outsourcing fleets in rail-road logistics?
- (a)Initial capital investment in vehicles
 - (b)Fuel costs
 - (c)Driver salaries
 - (d)Insurance costs
23. How does outsourcing fleets impact the speed of logistics operations?
- (a)It generally decreases the speed due to coordination issues.
 - (b)It has no significant impact on the speed.
 - (c)It can increase the speed due to specialized and well-maintained vehicles.
 - (d)It always slows down operations due to third-party involvement.
24. What is one of the key benefits of effective coordination in rail-road logistics?
- (a)Increased operational costs
 - (b)Enhanced customer satisfaction
 - (c)Longer delivery times
 - (d)Reduced use of technology
25. Which technology is most important for facilitating coordination in rail-road logistics?
- (a)Manual tracking
 - (b)Cloud-based logistics platforms
 - (c)Paper-based scheduling systems
 - (d)Radio communication

26. What role does real-time data play in the coordination of rail-road logistics?
- (a)It increases the complexity of logistics operations (b)It allows for immediate adjustments to schedules and routes
- (c)It decreases the need for communication among segments (d)It reduces the accuracy of inventory management
27. Why is coordination among supply chain partners crucial in rail-road logistics for energy products?
- (a)To reduce the number of supply chain partners (b)To minimize communication among partners
- (c)To ensure efficient and timely delivery of energy products (d)To increase the price of energy products
28. How can fluctuations in energy product prices impact rail-road logistics?
- (a)By decreasing the demand for logistics services (b)By making logistics planning more predictable
- (c)By increasing the complexity of cost management (d)By stabilizing fuel costs
29. Which of the following is a key area of coordination to manage the impact of energy product price changes on logistics?
- (a)Marketing strategies (b)Financial forecasting and budgeting
- (c)Product design (d)Human resources management
30. What is a significant environmental problem associated with road cargo movement?
- (a)Increased noise pollution (b)Decreased transportation speed
- (c)Reduced fuel efficiency (d)Increased greenhouse gas emissions

31. Which of the following is a key prospect for improving environmental sustainability in road cargo movement?
- (a) Increasing the number of trucks on the road (b) Adopting alternative fuel vehicles
(c) Reducing driver training programs (d) Lengthening delivery routes
32. What is a common problem faced by truckers' bodies in road cargo movement?
- (a) High cost of electric trucks (b) Lack of coordination among truckers
(c) Limited availability of parking spaces (d) Low wages for drivers
33. How can logistics companies address the issue of greenhouse gas emissions in road cargo movement?
- (a) By using larger trucks (b) By optimizing route planning and load management
(c) By reducing the frequency of deliveries (d) By increasing vehicle idling times

PART - B

(7 X 6 = 42)

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

34. (a) What do you mean by logistics? Write the significance of transportation in logistics
[OR]
(b) Explain the types of logistics transportation
35. (a) What are the factors influenced the growth in rail logistics?
[OR]
(b) Describe railway infrastructure and freight movement in India
36. (a) How determine the freight for cargo in railways?
[OR]
(b) Explain the arrangement and distribution for pooling at rail head.
37. (a) Distinguish between primary mode and complementary mode of transportation in Logistics.
[OR]
(b) What are the factors influencing growth in road logistics?
38. (a) What are the innovative schemes and facilities in rail logistics in India?
[OR]
(b) How determine the level of freight and road cargo elasticity?
39. (a) Explain the procedure of return and reverse logistics in road logistics
[OR]
(b) Elucidate outsourcing fleets from others in rail road modes.
40. (a) Explain the concept and need of coordination among different segments in coordination modes
[OR]
(b) Explain problems and prospects in interstate logistics by rail road.

ONLINE PROGRAMME EXAMINATIONS
M.B.A. DEGREE EXAMINATION, DECEMBER 2024
Second Year - Fourth Semester
LOGISTICS MANAGEMENT
WAREHOUSING MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Buying of goods or materials for production in a way that they are delivered directly on manufacturing facility of company is called
 - (a) Annual purchasing
 - (b) Economic order quantity purchasing
 - (c) Just in time purchasing (JIT)
 - (d) None of the above
2. What is the latest trend in WMS?
 - (a) Dispensers.
 - (b) Saas
 - (c) None of these.
 - (d) terminals
3. What do we call an ability of an accounting system, to point out use of resources in every step of production process?
 - (a) Lead manufacturing trails
 - (b) Audit trails.
 - (c) Trigger trails.
 - (d) Back – flush trails.
4. What do the activities related to coordinating, controlling and planning flow of inventory classified as
 - (a) Throughput management
 - (b) Inventory management
 - (c) Decisional management
 - (d) Manufacturing management
5. Which of the following is strongly associated with cross-docking?
 - (a) Processing items as soon as they are received into a distribution center.
 - (b) Non-value adding activities such as receiving and storing.
 - (c) Multi-modal transportation facilities at seaports.
 - (d) Use of manual product identification systems.

6. The following classes of costs are usually involved in inventory decisions except _____
- (a)Cost of ordering
(c)Cost of shortages.
- (b)Carrying cost.
(d)Machining cost
7. Which of the following is true for Inventory control?
- (a)Economic order quantity has minimum total cost per order
(c)Ordering cost decreases with lo size
- (b)Inventory carrying costs increases with quantity per order
(d)All of the above
8. The time period between placing an order its receipt in stock is known as
- (a)Lead time
(c)Shortage time
- (b)Carrying time
(d)Over time
9. The cost of insurance and taxes are included in
- (a)Cost of ordering
(c)Inventory carrying cost
- (b)Set up cost
(d)Cost of shortages
10. What are the elements of logistics system?
- (a)Transportation.
(c)Inventory management
- (b)Warehousing
(d)All of the above

11. What is the primary purpose of warehousing?

- (a)Transportation optimization
- (c)Cost reduction in manufacturing

- (b)Inventory storage and management
- (d)Customer service enhancement

12. Which type of warehousing is characterized by the use of automation and advanced technology for storage and retrieval?

- (a)Public warehousing
- (c)Bonded warehousing

- (b)Private warehousing
- (d)Automated warehousing

13. Which of the following is not a function of transportation in logistics?

- (a)Inventory control
- (c)Delivery of goods

- (b)Movement of goods
- (d)Customer service

14. How does a maintaining safety protocol impact warehouse management?

- (a)Increase workplace accidents
- (c)Ensures employee safety and well-being

- (b)Reduces operational efficiency
- (d)Encourages unsafe practices

15. Warehouses emphasize _____ and their primary purpose is to maximize _____

- (a)Product storage;throughput
- (c)Rapid movement of product;throughput

- (b)Product storage;usage of available storage space
- (d)Rapid movement of product;usage of available storage space

16. Distribution centers emphasize ____ and their primary purpose is to maximize ____
- (a)Product storage; throughput
(c)Rapid movement of product;throughput
- (b)Product storage;usage of available storage space
(d)Rapid movement of product;usage of available storage space
17. Throughput refers to ____
- (a)storage capacity of a warehousing facility.
(c)inventory turnover in a one-month period.
- (b)volume through a pipeline.
(d)amount of product entering and leaving a facility in a given time period.
18. The primary factor that distinguishes a distribution center from a warehouse is
- (a)Distribution centers tend to be multi-story buildings
(c)Distribution centers stress rapid movement of products through the facility
- (b)Distribution centers stress storage
(d)Distribution centers tend to be smaller than warehouses
19. Warehousing and ____ are substitutes for each other.
- (a)Transportation
(c)Packaging
- (b)Material handling
(d)procurement
20. ____ and ____ refer to adjustments associated with the quantity of product
- (a)Accumulating;allocating
(c)Sorting;accumulating
- (b)Allocating;assorting
(d)Sorting;assorting

21. _____ involves bringing together similar stocks from similar sources.
- (a) Bulk-breaking (b) Assorting
(c) Accumulating (d) Sorting
22. _____ refers to building up a variety of different products for resale to particular customers.
- (a) Accumulating (b) Allocating
(c) Sorting (d) Assorting
23. _____ refers to a process where a product is received in a facility, occasionally married with product going to the same destination and then shipped at the earliest time, without going into longer-term storage.
- (a) Just –in –time (b) Cross-docking
(c) Consolidation (d) Turbo logistics
24. _____ warehouses are similar to common carriers.
- (a) Public (b) Private
(c) Contract (d) Cross – dock
25. Which of the following is not a characteristic of public warehousing?
- (a) Requires no capital investment from user (b) User receives a regular bill for space used
(c) Good for companies dealing with large volumes of inventory (d) Lack of control by user

26. Bonded storage in a public warehouse refers to ____

- (a) Products being stored in a public warehouse and no duties or taxes paid until the products leave the facility.
- (b) Products that are insured by a general warranty bond.
- (c) Products that are bonded as required in the order specifications.
- (d) Products that are subjected to regular inspections.

27. A field warehouse is _____

- (a) A facility that is often used as a field sales office along with the traditional storage function.
- (b) A facility established primarily to hold material serving as collateral for a loan.
- (c) A facility that is primarily used as a break-bulk point.
- (d) A facility located in a number of remote areas from the main production facility.

28. _____ warehousing is owned or occupied on a long-term lease by the firm using them.

- (a) Public
- (b) Private
- (c) Contract
- (d) Multi-client

29. All are characteristics of private warehousing, except _____

- (a) Owned or occupied on a long-term lease by the firm using them.
- (b) Feasible when demand patterns are irregular.
- (c) Users have a great deal of control.
- (d) May reduce an organization's flexibility.

30. Multi-client warehousing mixes attributes of _____ and _____ warehousing.

- (a) Public; contract
- (b) Public; common
- (c) Common; private
- (d) Private; contract

31. One of the best pieces of advice with respect to the design of warehousing facilities is to

- | | |
|-----------------------|--------------------------------|
| (a) Avoid consultants | (b) Build up rather than out |
| (c) Use common sense | (d) Maximize space utilization |

32. Tradeoffs must be among space, labour and _____ with respect to warehousing design.

- | | |
|-----------|----------------------------|
| (a) Cost | (b) Construction materials |
| (c) Speed | (d) Mechanization |

33. The Primary advantage of variable slot locations in a warehouse is _____

- | | |
|---------------------------------|--|
| (a) increased space utilization | (b) better materials handling |
| (c) Ease of record keeping | (d) More logical and simple product layout |

PART - B

(7 X 6 = 42)

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

34. (a) Write the functions of warehouse.

[OR]

(b) Discuss about the grading and branding.

35. (a) Discuss about the transportation and storage of ISO Containers.

[OR]

(b) Explain the advantages of government warehouses

36. (a) Write down the necessity of cross docking and trans-loading warehouses.

[OR]

(b) Explain the principles of warehouse layout.

37. (a) Discuss about the problems and issues in shipment processes.

[OR]

(b) Discuss about the role of material handling in Logistics.

38. (a) Explain in detail the storage types and storage unit management.

[OR]

(b) Explain the advantages of Industrial waste disposal.

39. (a) Discuss about the need and functions of inventory management.

[OR]

(b) Write a short note on stock transfer scenarios.

40. (a) Discuss about importance of ERP and WMS.

[OR]

(b) Discuss the creating transfer requirement automatically or manually of Warehouse structure.

ONLINE PROGRAMME EXAMINATIONS
M.B.A. (LM) DEGREE EXAMINATION, DECEMBER 2024.
Second Year - Fourth Semester
BUSINESS ADMINISTRATION
MARITIME LOGISTICS AND DOCUMENTATION
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. The department in the shipping company that ensures the seaworthiness of ship is
 - (a) husbandry department.
 - (b) finance department.
 - (c) technical department.
 - (d) operating department.
2. The department that aims to maximize the economic employment of the ship is
 - (a) husbandry department.
 - (b) finance department.
 - (c) technical department.
 - (d) operating department.
3. The UN convention on Liner code emphasis the right of any country to develop its own merchant shipping fleet to carry _____ of its own foreign trade.
 - (a) 10%.
 - (b) 20%.
 - (c) 30%
 - (d) 40%.
4. The stability of liner freight rates extends for a period of not less than
 - (a) 6 months.
 - (b) 12 months.
 - (c) 15 months.
 - (d) 18 months.
5. General notice of any increase in rate of freight should not be less than
 - (a) 60 days.
 - (b) 120 days.
 - (c) 150 days.
 - (d) 180 days

6. The document that is used to differentiate liner operations from tramp operations is
- (a)bill of entry. (b)charter party.
(c)letter of credit. (d)shipping bill.
7. The document that is used in imports and not in exports is
- (a)bill of entry. (b)charter party.
(c)letter of credit. (d)shipping bill.
8. ITIC stands for
- (a)Indian trade intermediaries' co-operation. (b)Indian trade intermediaries' corporation.
(c)Indian trade intermediaries club. (d)Indian transport intermediaries club
9. Indian companies including ship agents can operate as MTS on obtaining license from
- (a)The ministry of commerce. (b)The chamber of commerce.
(c)The DGFT. (d)The DG of shipping.
10. The document that is used for the MTO is
- (a)Bill of lading. (b)CTD.
(c)ARE. (d)GR.

11. The freight broker's duty of acting for the actual ship owner in finding cargo for the vessel is

- | | |
|--------------------|-----------------------|
| (a)chartering duty | (b)sale and purchase. |
| (c)owner broker. | (d)cabling broker. |

12. The freight broker's duty of communicating with other international markets is

- | | |
|--------------------|-----------------------|
| (a)chartering duty | (b)sale and purchase. |
| (c)owner broker | (d)cabling broker. |

13. The shipping intermediary who is called M 5.5% is

- | | |
|--------------------------|---------------------------|
| (a)shipping agent. | (b)freight broker. |
| (c)freight intermediary. | (d)clearing house broker. |

14. If shipment is not effected within the permitted free days, the goods incur

- | | |
|------------------|------------------|
| (a)Dead freight. | (b)Rebate. |
| (c)Demurrage. | (d)Back freight. |

15. The permitted free days for the goods to be kept in port for shipment is

- | | |
|-------------|-------------|
| (a)5 days. | (b)7 days. |
| (c)10 days. | (d)15 days. |

16. Vessels designed to carry private cars are

(a)OBO.

(b)RO/RO.

(c)SD 14

(d)Train ferry.

17. OBO stands for

(a)over bulk order.

(b)Oil/Bulk/Ore.

(c)Ore/Bulk/Order.

(d)On bulk order

18. ULCC are those vessels with dead weight

(a)less than 200000 dwt.

(b)exceeding 200000 dwt.

(c)above 300000 dwt.

(d)above 500000 dwt.

19. One third of the world's merchant fleet in dead weight capacity terms is represented by

(a)oil tankers.

(b)product tankers.

(c)LNG tankers.

(d)Acid tankers

20. The original sailing vessel were replaced by steam boats in

(a)the early 1800s.

(b)the late 1800s.

(c)the early 1900s.

(d)the late 1900s.

21. Competitive advantage can be created and achieved by logistics managers by

- (a)cost advantage.
- (b)Quality.
- (c)value advantage.
- (d)cost and value advantage.

22. The logistical component of logistics mission

- (a)reflect the vision of top management.
- (b)deal with basic services required for delivering of goods.
- (c)refers to the value-added services offered.
- (d)reflects the ability of firm to exploit market.

23. Place utility is created by

- (a)Operation function.
- (b)Logistics function.
- (c)Procurement function.
- (d)Distribution function.

24. The objective of independent business function stage is

- (a)Cost reduction
- (b)Maximization of profit by sales volume.
- (c)Core competency.
- (d)Maximization of profitable sales volume and cost reduction

25. The concept of logistics has been systematically divided into

- (a)2 phases.
- (b)3 phases.
- (c)4 phases
- (d)5 phases.

26. In the product life cycle, the emphasis in marketing mix during decline stage is

- | | |
|------------------|--------------------|
| (a)Distribution. | (b)Promotion. |
| (c)Price. | (d)Cost reduction. |

27. Stevedores are appointed by

- | | |
|--------------------------|------------------------|
| (a)the shipper. | (b)the consignee. |
| (c)the shipping company. | (d)the shipping agent. |

28. The leading Mazdoor is assisted by

- | | |
|----------------|------------------|
| (a)Tindal. | (b)Winch driver. |
| (c)Signal man. | (d)Mazdoor |

29. The term which covers the operation of shifting the cargo to or from the vessel is

- | | |
|-------------|---------------------|
| (a)Rigging. | (b)Slinging. |
| (c)Carnage. | (d)Forced discharge |

30. How many major ports are there in India?

- | | |
|-------|-------|
| (a)10 | (b)12 |
| (c)13 | (d)15 |

31. The major ports are under the direct responsibility of
- (a)The ministry of commerce. (b)The ministry of shipping.
(c)The central government. (d)The state government.
32. All the major ports are administered under the provisions of the major port and trust Act
- (a)1950. (b)1956.
(c)1963. (d)1965.
33. The tidal port is
- (a)Kandla. (b)Cochin.
(c)New Mangalore. (d)Tuticorin.

PART - B

(7 X 6 = 42)

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

34. (a) Write the importance and relevance to global marketing and supply chain management.
- [OR]
- (b) Explain using suitable examples, the different methods of transportation.
35. (a) Write down the functions of IMO in detail.
- [OR]
- (b) Explain the various types of charters in detail.
36. (a) Write the benefits of multi modal transport system.
- [OR]
- (b) Write the functions and services of clearing and forwarding agents.
37. (a) Discuss the major ports of India in detail.
- [OR]
- (b) Write the importance of cargo Insurance.
38. (a) Write the procedure for marine insurance claims.
- [OR]
- (b) Discuss the factors influencing reliable worldwide network.
39. (a) Explain the importance of transparency and due diligence in order to achieve the safe Services.
- [OR]
- (b) Discuss the procedure for export documentation
40. (a) What is the letter & credit? Name the various parties to the letter of credit?
- [OR]
- (b) Write the procedure and documentation for multimodal transport.

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COURSE CODE

205643

ONLINE PROGRAMME EXAMINATIONS
M.B.A. DEGREE EXAMINATION, DECEMBER 2024
Second Year - Fourth Semester
BUSINESS ADMINISTRATION
AIR CARGO LOGISTICS
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What makes air transportation significant in logistics?

(a)Speed	(b)Affordability
(c)Limited accessibility	(d)Seasonal availability
2. Which type of cargo is most suitable for air transportation?

(a)Large machinery	(b)Perishable goods
(c)Heavy construction materials	(d)Bulk liquids
3. What primarily determines the freight charges for cargo in airways?

(a)Cargo weight	(b)Cargo size
(c)Distance travelled	(d)Time of day
4. What is a key aspect of arrangements for pooling at airports?

(a)Randomized cargo distribution	(b)Centralized cargo consolidation
(c)Individual cargo handling only	(d)Limited storage facilities
5. What is the primary characteristic of Priority Overnight/Same Day services in logistics?

(a)Extended delivery times	(b)Cost-effective rates
(c)Quick delivery within a day	(d)Limited- service coverage

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6. What is the primary goal of Load Control in air cargo logistics?
- (a)Maximizing cargo weight
 - (b)Ensuring even loading distribution
 - (c)Minimizing cargo handling time
 - (d)ignoring weight restrictions
7. What is the primary purpose of sub charters in air cargo logistics?
- (a)Reducing cargo capacity
 - (b)Maximizing cargo handling time
 - (c)Subcontracting additional cargo space
 - (d)Ignoring weight restrictions
8. Which document is required by the U.S.Government for statistical purposes and export control?
- (a)Certificate of Origin
 - (b)Shipper's Export Declaration
 - (c)Commercial Invoice
 - (d)Bill of Lading
9. What is the primary purpose of completing an Air Waybill in air cargo documentation?
- (a)Maximize cargo weight
 - (b)Ensure random cargo placement
 - (c)Efficiently record shipment details
 - (d)Ignore mandatory information
10. What document is required by the government for exporting goods and includes details such as the nature of goods and their value?
- (a)Bill of Entry
 - (b)Air Waybill
 - (c)Shipping bill
 - (d)Electronic Data Interchange

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11. What are the primary factors that determine air cargo freight rates?
- (a)weather conditions
 - (b)Tariff Determinants
 - (c)Airline staff preferences
 - (d)Cargo colour
12. What is the primary difference between Voyage and Time Charters in air cargo transportation?
- (a)Random cargo placement
 - (b)Duration of the charter arrangement
 - (c)Cargo colour
 - (d)Weather conditions
13. What is the primary role of freight forwarders in air-cargo logistics?
- (a)Random cargo placement
 - (b)Cargo warehousing
 - (c)Facilitating the transportation process
 - (d)Ignoring compliance with destination laws
14. What is the primary function of the International Air Transport Association (IATA)?
- (a)Weather forecasting
 - (b)Cargo warehousing
 - (c)Setting industry standards and regulations
 - (d)Random cargo placement
15. In logistics, what utility is primarily created by air transportation?
- (a)Cost-effectiveness
 - (b)time efficiency
 - (c)Bulk transportation
 - (d)Slow-paced delivery

16. What innovative scheme/facility has been implemented to promote air cargo logistics in India?
- (a) Decreased security measures
 - (b) Incentives for slow delivery
 - (c) Cash penalties for delays
 - (d) Air cargo express services
17. How does air cargo elasticity affect freight levels?
- (a) Higher elasticity leads to lower freight levels
 - (b) Elasticity has no impact on freight levels
 - (c) Lower elasticity results in lower freight levels
 - (d) Elasticity and freight levels are unrelated
18. Which factor is crucial for effective airport logistics?
- (a) High costs
 - (b) Slow processing speed
 - (c) Advanced technology
 - (d) Inadequate security measures
19. What defines Economy 2-5 Days Later services in Logistics?
- (a) Quick delivery within a day
 - (b) Extended delivery times
 - (c) Limited global reach
 - (d) High costs
20. What does Air Cargo Loading Limitations primarily address?
- (a) Unlimited cargo weight
 - (b) Optimal loading distribution
 - (c) Ignoring weight restrictions
 - (d) Overloading the aircraft

21. Which category of diplomatic mail is typically the most urgent?
- (a)Category A

(b)Category B

(c)Category C

(d)No urgency in diplomatic mails
22. What role do the TACT rules Book and TACT Rate Books play in air-cargo logistics?
- (a)Weather forecasting

(b)Cargo warehousing

(c)Providing rules and rates for air cargo transportation

(d)Random cargo placement
23. What document confirms the origin of the goods being shipped?
- (a)Shipper’s Export Declaration

(b)Certificate of Origin

(c)Export License

(d)Insurance Certificate
24. What information is mandatory on an Air Waybill for air cargo shipments?
- (a)Random details

(b)Optional information only

(c)Efficient cargo handling performance

(d)Specific shipment details
25. Which technology facilitates the electronic exchange of business documents between different Companies?
- (a)Electronic Data Interchange

(b)Air Waybill

(c)Bill of entry

(d)Shipping Bill

26. What can influence air cargo freight rates in a competitive market?

- | | |
|------------------------|----------------------------|
| (a) Cargo weight | (b) Value of service |
| (c) weather conditions | (d) Random cargo placement |

27. What plays a significant role in determining major air-cargo liners worldwide?

- | | |
|-------------------------------|------------------------|
| (a) Cargo colour | (b) Actual weight |
| (c) Level of service provided | (d) Weather conditions |

28. Why is it essential for freight forwarders to comply strictly with the laws of destination countries?

- | | |
|--|----------------------------|
| (a) Weather conditions | (b) Cargo colour |
| (c) Facilitates smooth customs clearance | (d) Random cargo placement |

29. What is FIATA primarily known for in the field of air-cargo logistics?

- | | |
|---|--|
| (a) Weather forecasting | (b) Setting industry standards and regulations |
| (c) Facilitating communication between forwarders | (d) Random cargo placement |

30. What is the critical function of cargo warehousing in air-cargo logistics?

- | | |
|---|----------------------------|
| (a) Ignoring compliance with destination laws | (b) Weather conditions |
| (c) Safe storage of goods during transit | (d) Random cargo placement |

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31. What is the purpose of the claims process in air cargo logistics?
- (a) Random cargo placement (b) Weather conditions
(c) Cargo color (d) Compensation for damaged or lost shipments
32. When does chargeable weight become relevant in air cargo transportation?
- (a) Always (b) Only for small shipments
(c) Only for large shipments (d) When it exceeds the actual weight
33. What can efficient airline booking procedures contribute to air cargo logistics?
- (a) Increased safety measures (b) Random cargo placement
(c) Improved efficiency in cargo Management (d) Delayed cargo handling

PART - B

(7 X 6 = 42)

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

34. (a) What is the significance of Air transportation in logistics?
- [OR]
(b) Discuss the part of Airways in Cargo movement in India
35. (a) Discuss the freight determination for cargo in Airways?
- [OR]
(b) Briefly explain the technologies used in air cargo management
36. (a) Explain about On-Board logistics
- [OR]
(b) What are the limitations of Air cargo loading?
37. (a) Describe the Mail acceptance Procedure
- [OR]
(b) Explain the importance of the Air cargo documentations
38. (a) What are pre-requisites and pre-cautions to follow in Air cargo documentation?
- [OR]
(b) Discuss the details Bill of Entry
39. (a) What is Rounding off Procedure? Explain
- [OR]
(b) Discuss about the important Air cargo liners in the world
40. (a) What are the roles and responsibilities of ICAO.
- [OR]
(b) Discuss the functions of Airport Authority of India

ONLINE PROGRAMME EXAMINATIONS
M.B.A. (LM) DEGREE EXAMINATION, DECEMBER 2024
Second Year - Fourth Semester
BUSINESS ADMINISTRATION
GROWTH MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What does the 'SIX-S' Process stand for in the context of growth management?

(a) Simple, Straightforward, Strategic, secure, Sustaining	(b) Sinews, Strategy, Staging, Synchronizing, Securing, Sustenance
(c) Speed, Scale, Sustainability, Success	(d) Structure, Support, Systematic, Succession
2. Which component of the 'SIX-S' Process involves the long-term maintenance and enhancement of achieved growth?

(a) Sinews	(b) Staging
(c) Sustenance	(d) Securing
3. What is the primary focus of "Fine-Ware" in the context of building up growth sinews?

(a) High-quality technology infrastructure	(b) Exquisite marketing materials
(c) Superior talent and skills	(d) Finely-tuned operational processes
4. What does "Entry Enticements" refer to in the context of growth opportunities?

(a) Barriers to market entry	(b) Strategies to attract new customers
(c) Incentives for competitors to exit	(d) Tactics to discourage new entrants
5. In the context of Rapid Growth Strategies, what characterizes effective strategies for managing rapid expansion?

(a) Slowing down growth efforts to avoid challenges	(b) Embracing a reactive approach without strategic planning
(c) Implementing well-thought –out strategies to manage and sustain rapid growth	(d) Ignoring any form of growth strategy

6. In the context of securing growth in the Product and brand domain, what is the significance of effective branding?
- (a) Ignoring the brand's impact on consumer perception
 - (b) Enhancing recognition and building trust in the market
 - (c) Limiting promotional efforts for products
 - (d) Focusing solely on short-term gains
7. What is the primary focus of "Synchronized Efforts" in the strategizing for growth?
- (a) Isolating individual efforts within the organization
 - (b) Coordinating and aligning various elements for collective growth
 - (c) Encouraging independent actions without collaboration
 - (d) Focusing solely on short-term gains
8. What is the focus of "Vertical Growth" in the context of strategizing for growth?
- (a) Expanding into new markets
 - (b) Enhancing efficiency in existing operations
 - (c) Acquiring suppliers or distributors
 - (d) Developing new product lines
9. Which type of growth strategy involves expanding into new and unrelated business areas?
- (a) Vertical Growth
 - (b) Horizontal Growth (Related)
 - (c) Horizontal Growth (UnRelated)
 - (d) Evolutionary Growth
10. What is the primary goal of Efficiency Improvement in sustaining growth?
- (a) Maintaining the status quo
 - (b) Enhancing operational processes to achieve better results with fewer resources
 - (c) Ignoring the need for process optimization
 - (d) Focusing solely on short-term gains

11. In the context of Effectiveness enhancement, what characterizes effective organizational strategies?
- (a) Random and unstructured approaches
 - (b) Strategies that prioritize short-term gains over long-term goals
 - (c) Approaches that align with overall organizational objective and goals
 - (d) Ignoring any form of strategic planning
12. What characterizes “Discontinuous Growth” in venture strategies?
- (a) Gradual and incremental development
 - (b) Sudden and radical changes in business models
 - (c) Consistent improvement in operational efficiency
 - (d) Expansion through internal means
13. Which venture strategy involves entering new market with existing products or services?
- (a) Blue Ocean Strategy
 - (b) Ansoff’s Model
 - (c) McKinsey Model
 - (d) SWOT/TOWS Model
14. What are the three levels of enterprise strategies for growth?
- (a) Tactical, Operational and Strategic
 - (b) Corporate, Business and Functional
 - (c) Short-term, Medium-term and Long-term
 - (d) Internal, External and Competitive
15. Which of Porter’s Generic Competitive Strategies focuses on offering unique products or services to a broad market?
- (a) Cost Leadership
 - (b) Differentiation
 - (c) Focus
 - (d) Integration

16. What does “Inertia Escape” signify in the context of staging growth?

- | | |
|--|--|
| (a)Embracing a stagnant organizational culture | (b)Overcoming resistance to change |
| (c)Maintaining the status quo | (d)Focusing solely on short-term goals |

17. How can organization overcome Growth Fatigue?

- | | |
|---------------------------------------|--|
| (a)By accelerating growth efforts | (b)By ignoring signs of exhaustion among employees |
| (c)By embracing a culture of overwork | (d)By implementing strategies to manage and mitigate fatigue |

18. Which factor is crucial for successful staging growth?

- | | |
|---|--|
| (a)Strict hierarchy and centralization | (b)Limited communication within the organization |
| (c)Well-thought-out implementation plan | (d)Resistance to change |

19. What is a key feature of a “Team-Based Environment” in an organization?

- | | |
|--|--|
| (a)Strict hierarchy and individual task | (b)Limited collaboration and communication |
| (c)Emphasis on teamwork and collective goals | (d)Exclusive focus on individual performance |

20. What is the purpose of a “Performance Management Program”?

- | | |
|---|---|
| (a)Restricting employee development | (b)Enhancing communication within teams |
| (c)Aligning individual and organizational goals | (d)Limiting feedback and recognition |

21. What is the primary purpose of “Warding off Organization from signs of Slowing and Losing”?
- (a) Ignoring signs of decline in performance
 - (b) Identifying and addressing indicators of organizational slowdown
 - (c) Embracing a passive approach to challenges
 - (d) Focusing solely on short-term gains
22. What is “Growth Fatigue” in the context of organizational development?
- (a) A state of excessive energy and motivation
 - (b) A feeling of exhaustion and weariness due to sustained growth efforts
 - (c) A term used to describe stagnant organizational growth
 - (d) A mindset that prioritizes short-term gains over long-term goals
23. In the context of resources for growth, what is the significance of having a diverse skill set among employees?
- (a) Limiting the organization’s adaptability
 - (b) Enhancing innovation and problem-solving capabilities
 - (c) Maintaining a rigid organizational structure
 - (d) Reducing overall workforce efficiency
24. In the context of directing the growth resource mix, what does it mean to synchronize resources?
- (a) Allocating resources randomly without a strategic plan
 - (b) Aligning and coordinating resources to support overall growth objectives
 - (c) Ignoring the need for resource allocation
 - (d) Prioritizing short-term resource needs over long-term goals
25. What role does the Market and competition domain play in securing growth?
- (a) Ignoring market trends and competitor activities
 - (b) Identifying opportunities and threats for strategic positioning
 - (c) Avoiding any form of market research
 - (d) Minimizing competition to maximize profits

26. In the Geography and spread domain, why is it important to consider the geographical expansion of the organization?
- (a) To limit the organization to a specific locality
 - (b) To assess the impact of geography on organizational reach
 - (c) To avoid any form of expansion
 - (d) To focus solely on short-term gains
27. What is a key consideration in the People and organizational domain when managing growth?
- (a) Ignoring the impact of organizational culture on growth
 - (b) Focusing solely on short-term goals without considering employee well-being
 - (c) Building a positive and supportive organizational culture
 - (d) Limiting communication and collaboration among employees
28. Why is Harnessing Diversity crucial for organizational growth?
- (a) To limit perspectives and ideas within the organization
 - (b) To foster innovation and bring varied perspectives to the table
 - (c) To discourage collaboration among diverse teams
 - (d) To prioritize short-term gains over long-term goals
29. Why is having a Passion for Growth crucial for organizational success?
- (a) To limit employee enthusiasm and motivation
 - (b) To create a stagnant culture
 - (c) To foster a growth-oriented mindset and continuous improvement
 - (d) To prioritize short-term gains over long-term goals
30. What role does Harnessing Diversity play in fostering within an organization?
- (a) To limit perspectives and ideas within the organization
 - (b) To discourage collaboration among diverse teams
 - (c) To foster innovation and bring varied perspectives to the table
 - (d) To prioritize short-term gains over long-term goals

31. In the People and organizational domain, why is it important to consider employee well-being when managing growth?
- (a) To limit communication and collaboration among employees (b) To prioritize short-term gains without considering the long-term impact
 (c) To build a positive and supportive organizational culture (d) To focus solely on organizational profitability
32. Why is strategic resource management crucial in the Assets and capacity domain for securing Growth?
- (a) To accumulate excess resources without strategic planning (b) To create a chaotic and unorganized work environment
 (c) To ensure efficient utilization and support growth objectives (d) To prioritize short-term gains over long-term goals
33. Why is it important for organizations to manage Growth Fatigue?
- (a) To encourage a culture of overwork (b) To prioritize short-term gains over long-term goals
 (c) To sustain organizational energy and effectiveness (d) To ignore signs of exhaustion among employees

PART - B

(7 X 6 = 42)

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

34. (a) Define growth? Discuss the overview of growth management?
 [OR]
 (b) How do you develop a growth proposition and plan? Explain
35. (a) Differentiate vertical growth and horizontal growth?
 [OR]
 (b) What is blue ocean strategy? Discuss the models for growth of firms
36. (a) Explain the levels of enterprise strategies for growth?
 [OR]
 (b) Discuss the stages of organisation growth
37. (a) Explain the performance management program
 [OR]
 (b) How do you monitor the growth of an organisation?
38. (a) Explain the growth resource mix
 [OR]
 (b) Describe how to manage the momentum of growth
39. (a) How do you secure the growth in network and relationships?
 [OR]
 (b) Discuss the conversation of risks into opportunities

40. (a) List out techniques in sustaining the growth strategies

[OR]

(b) Discuss the steps involved in rapid growth

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