R–3148	Sub. Code
	643204

M.B.A. (LM) DEGREE EXAMINATION, APRIL 2019

Second Semester

Logistics Management

PRODUCTION MANAGEMENT

(CBCS – 2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** the questions.

All questions carry equal marks.

1.   Enumerate the functions of production management.

2.   Define 'Location' and highlight its importance.

3.   List down method study procedure.

4.   What is aggregate production planning?

5.   Detail the purpose of inventory and its key terminologies.

Part B   (5 × 10 = 50)

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

6.   (a)   Explain and compare the different types of 'Production System' appropriate illustrations.

Or

(b)   Discuss about reverse engineering, its aim and role in designing a product.

7. (a) Explain, using examples, how capacity planning is carried out.

    Or

    (b) Evaluate the different location alternatives for a retail store in a tier II city.

8. (a) With suitable illustration, describe the process planning.

    Or

    (b) Explain the different techniques in work study and its procedures with a suitable example.

9. (a) Explain the different types of 'Plant Layout' with suitable examples.

    Or

    (b) Illustrate the three major stages in PPC and explain the sub-components involved in the planning process.

10. (a) Discuss about the objectives, functions and operationalizstion of 'ABC' inventory technique with its merits and demerits. Illustrate.

    Or

    (b) Compare and contrast P System and Q System Inventory models.

    2   **R–3148**

Part C $(1 \times 10 = 10)$

Compulsory.

11. A project consists of the following activities :

Activity	Immediate Predecessors	Time (Weeks)
A	–	6
B	–	9
C	A	9
D	B, C	3
E	B, C	12
F	D	6
G	E, F	3

(a) Draw a Network diagram.

(b) Compute ES, EF, LS and LF of each activity.

(c) What is the project completion time?

(d) Which of the activities must be completed in time so that project may be completed in time?

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3   **R–3148**

R–3149

Sub. Code
643205

M.B.A. (LM) DEGREE EXAMINATION, APRIL 2019

Second Semester

Logistics Management

SHIPPING AND MARITIME LAW

(CBCS – 2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

All questions carry equal marks.

1.   What do you mean by Quasi contract?

2.   Who is unpaid seller? What are his rights against buyer personally?

3.   Distinguish bill of lading and charter party.

4.   What is an air consignment note? Who prepares it?

5.   What are the tort actions against the carrier?

Part B   (5 × 10 = 50)

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

All questions carry equal marks.

6.   (a)   Define Contract. Explain in detail about essentials of a valid contract.

Or

     (b)   Ratification constitute agency. Discuss. When can an act of agent be ratified? When ratification is not allowed?

7. (a) Explain the doctrine of Caveat Emptor with its exceptions.

Or

(b) Enumerate the rights and duties of a seller in respect of sale of goods.

8. (a) Elaborate the rules regarding the liabilities of a carrier of goods by sea from an Indian port.

Or

(b) Mention modifications to the traditional carriage contract model and also explain third party rights under the initial carriage contract at common law and in equity.

9. (a) Elucidate the characteristics of common carrier and also state the duties of common carrier.

Or

(b) What are the three consumer disputes redressal agencies at different levels? Discuss the constitution and composition of District forum under the Consumer Protection Act 1986.

10. (a) Explain in detail about the evidential hierarchy of lading statements.

Or

(b) Elucidate limitation of liability with proper clauses.

R–3149

Part C (1 × 10 = 10)

Compulsory

Case Study

11. Read the following Case and Answer the questions.

The case study :

A fluorescent electric lamp had a Bureau of Indian Standards certification mark (ISI) attached on the label. A buyer bought the lamp. The lamp got fused after five months of use. The ISI mark was to be given to a fluorescent electric lamp only if it had a minimum life of 5000 hours. The buyer is claiming a replacement from a seller. The seller says that the lamp is perfectly fine, of merchantable quality. It has given service for five months. He further argues that ISI mark is voluntary certification scheme and casts no obligations on the seller or manufacturer. The seller says if the buyer is still not convinced, he should make a claim to the manufacturer and the Bureau of Indian Standard.

Questions:

(a) Is the bulb of merchantable quality? Elaborate your answer.

(b) Decide the claim of the buyer against the seller, manufacturer and Bureau of Indian Standards.

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R–3150

Sub. Code
643401

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Logistics Management

INTERNATIONAL LOGISTICS MANAGEMENT

(CBCS – 2016 onwards)

Time : 3 Hours　　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(5 × 3 = 15)

Answer **all** questions.

1. What is the concept of international logistics?

2. What do you mean by Piggybacking?

3. What is multimodal transport? Give examples.

4. What is CFS?

5. What is FFS in packaging?

Part B　　　　　　　(5 × 10 = 50)

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

6. (a) Explain the components of international logistics with examples.

Or

(b) What is integrated logistics? Are we prepared for the same? Justify.

7. (a) Explain the basis of international trade with respect to marketing.

Or

(b) As an exporter of cashew kernels, how would you choose the mode of transport? Justify.

8. (a) Compare and contrast the multimodal transport with examples.

Or

(b) Explain the freight structure and practice in air cargo domestic and international.

9. (a) Explain the roles and functions of ICDs.

Or

(b) What are the issues in chartering? Explain the role of Charter party.

10. (a) What are the designs of packaging and its benefits?

Or

(b) Elucidate the types of boxes and containers used in International transport.

Part C   (1 × 10 = 10)

Compulsory.

11. Transportation is one of the largest logistics costs and may account for a significant Portion of the selling price of some products. Low value-per pound products such as basic raw materials (eg: sand and coal) are examples. Explain how the costs can be controlled in the international scenario.

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2   **R–3150**

R–3151

Sub. Code
643402

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Logistics Management

PROJECT FORMULATION AND APPRAISAL

(CBCS – 2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1. Why economic planning is needed in the globalization era?

2. Highlight the significance of turnkey projects.

3. How can a firm stimulate the flow of Project Ideas?

4. What aspects are considered in technical analysis?

5. What do you mean by Economies of Scale?

Part B   (5 × 10 = 50)

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

6. (a)   Spell out the various economic development activities in Educational Sector.

Or

    (b)   Discuss recent developments in Social welfare projects in India.

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	643403

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Logistics Management

WAREHOUSE MANAGEMENT

(CBCS – 2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

1.   What do you mean by warehouse?

2.   Give the characteristics of ideal warehouse.

3.   What are the problems and issues encountered in a warehouse while shipping materials?

4.   What is EOQ? How EOQ helps to minimize the total inventory cost?

5.   What are the benefits of using RFID?

Part B   (5 × 10 = 50)

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

6.   (a)   Explain using examples, any two functions of a warehouse.

Or

(b)   Speed and accuracy of warehouse dictate the customer service level. Discuss this for a warehouse dealing in general merchandize.

7. (a) Discuss the different types of warehouses, highlighting their merits and demerits.

Or

(b) State the principles of warehouse layout and its application for warehouse handling furniture and lifestyle products.

8. (a) Explain the methods and benefits of material storage system of a warehouse.

Or

(b) How will you measure a warehouse operation's overall effectiveness, quality and productivity? Explain with examples.

9. (a) How will you determine the stock levels? Explain with examples.

Or

(b) Explain the salient features of Inventory Ledger with respect to receipt and issue of goods.

10. (a) Discuss how information technology is helpful in storing, retrieving and shipping materials and products in a warehouse.

Or

(b) Bring out the application and benefits of ERP in a warehouse with suitable examples.

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Part C (1 × 10 = 10)

Compulsory

11. You we appointed as inventory control manager for a company producing chemicals with annual turnover of Rs. 500 crores. There are 10000 items of inventory with stock value of Rs. 200 crore.

    (a) How will you classify the items? Explain.

    (b) What will be your plan to reduce inventory?

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Sub. Code
643506

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Logistics Management

RETAIL LOGISTICS AND SCM

(CBCS – 2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** the questions.

All questions carry equal marks.

1.   How to achieve supply chain efficiency?

2.   How does logistics support in procurement process?

3.   Explain the role of relationship marketing in supply chain management.

4.   Enumerate the procedure for vessel booking.

5.   What is the role of call centers in logistics and supply chain?

Part B   (5 × 10 = 50)

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

All questions carry equal marks.

6.   (a)   Highlight the importance of logistics and supply chain in global sourcing?

Or

      (b)   Discuss the peculiarities and diversity of needs of logistics for retailing in India.

7. (a) Explain, using examples, how logistics support vendor facilitation?

                              Or

    (b) Any effective logistics management system should be based on sub-system of demand forecasting – Explain.

8. (a) Explain, using examples, the functions performed by retail logistics provider in FMCG sector.

                              Or

    (b) Describe the challenges faced by large retail chains operating in diverse markets in transport, packaging and packing goods?

9. (a) Explain the importance of global logistics in current competitive markets.

                              Or

    (b) Discuss the role of multimodal transport in export and import logistics.

10. (a) Explain the warehouse and distribution facilities required for a large retailer in India.

                              Or

    (b) Explain the different services offered by logistics providers for trade fairs and events.

                Part C   (1 × 10 = 10)

                        (Compulsory)

11. Define reverse logistics. Discuss how changing trends in c-commerce is impacting reverse logistics services.

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M.B.A. (LM) DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Logistics Management

MARKETING OF LOGISTICS

(CBCS – 2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

All questions carry equal marks.

1.   Explain marketing as a system.

2.   What is service positioning?

3.   Mention the stages of service life cycle.

4.   Give the traits of salesmanship.

5.   Point out the benefits of RFID technology.

Part B   (5 × 10 = 50)

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

All questions carry equal marks.

6.   (a)   Compare and contrast the consumer, industrial and
             service marketing relevance to logistics.

                              Or

      (b)   Explain the marketing by 3PL and 4PL services.

7. (a) State and explain the factors influencing user decision making process.

Or

(b) Specify the process of networking with shippers, wholesalers and industries with illustrations.

8. (a) Illustrate the new service planning and development process in logistics.

Or

(b) Discuss the different pricing policies and new product pricing strategies in logistics.

9. (a) Enumerate the importance and types of advertisement in logistics promotion.

Or

(b) Evaluate the distribution mix decision for logistics.

10. (a) Write the features of various softwares used in logistics network optimizations.

Or

(b) Elucidate the advances in shipping, flights, truck and rail technology.

Part C (1 × 10 = 10)

Compulsory.

11. Case Study :

Recent years experience the rapid use of IT in logistics and supply train. It is common in road, rail, ship or air cargo movements.

Questions :

(a) Why the technology based strategies used in logistics management?

(b) Describe why the high–tech industry has been the leader in adopting logistics IT systems.

(c) Take a hypothetical logistics organization how it is gaining an advantage with the help of IT?

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Sub. Code
643508

M.B.A. (LM) DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Logistics Management

SMALL BUSINESS MANAGEMENT

(CBCS – 2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

All questions carry equal marks.

1.   State how MSMF Act classifies small scale units in India.

2.   What do you mean by 'Tiny Sector'?

3.   What is a Business Plan?

4.   What is seed capital?

5.   What is stabilization strategy?

Part B   (5 × 10 = 50)

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

All questions carry equal marks.

6.   (a)   Small scale business units are the key to industrial success of an economy-Elucidate.

Or

(b)   Discuss the relative advantages of SSEs over large industries.

7. (a) How does the external environmental factors influence the growth of small enterprises?

Or

(b) Critically evaluate the role of commercial banks in financing of small enterprises.

8. (a) What are the main techniques utilized for opportunity scanning and identification to establish a SSE? Discuss with an example of your choice.

Or

(b) Discuss the variables that determine the choice of ownership structure of SSEs.

9. (a) Explain the pitfalls that are commonly observed in the daily operations of a small business related to asset management.

Or

(b) Describe the organizational requirements for growth orientation in a small scale enterprise.

10. (a) Comment on the relevant financial ratios that are commonly used by entrepreneurs to assess their own performance.

Or

(b) Why should a small firm seek to grow? Examine the reasons which derive small business enterprise towards growth?

2 **R–3155**

Part C (1 × 10 = 10)

Compulsory.

11. Read the following case and answer the questions.

Try getting a relatively complicated virus test in any non-metro town in India. Chances are you won't find a lab, which can do it. That's because other than in metropolitan towns, such facilities are simply not available.

Now, that would seem like a great business opportunity-especially for Dr. Lal's Path Labs, Delhi's oldest pathological lab. But expanding the network is covered with great risk. Even if one test-tube gets exchanged, there is every danger of getting a wrong diagnostic result. So, the question is how do you expand without impairing the quality of service?

The key is the degree of control, Lal's national pathological grid, which is in the process of being rolled out in the near future, has found a way to do just that. Dr. Lal's appointing master franchisees in large towns. These will act as collection centres, where patients can walk in to deposit their samples. With the help of global management consultants Arthur Andersen, Lal has invested Rs. 2 crores in diagnostic software. So, when a patient walks into one of his franchised collections, say in Patna, the software generates a bar code, which is affixed to the sample and also registers him at Delhi lab. As soon as the sample arrives in a special-temperature container, it is read by the lab's computers. Then it is sent to the diagnostic machine where it is tested and revalidated. Following this, the data is transferred to Patna all in less than 24 hours. A large franchise network allows Lal the necessary economies of scale to invest in expensive equipment to carry a battery of specialized tests, which are normally available in select hospitals.

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To carry his business idea forward, Lal is enlisting the support of his community of pathologists. Dr. Praful Amin, a successful pathologist in Mumbai, is already a part of the pathological grid. and a partner. The way it works; Lal invites experienced doctors to be franchisees. They must have a minimum turnover of Rs. 2 crore, and also Rs. 500 lakh to invest in the software. Once they sign on, Lal and the franchisee will together invest in an electronic network to pass on data. With the infrastructure in place, the franchisee then looks at expanding his network. For instance, Amin is talking to doctors with pathology labs in towns like Surat, Muzaffarpur, Kakinada, Sholapur and Pudukkottai.

But would a successful doctor fancy him as a mere franchisee? Lal realizes the gravity of the issue. So, he envisages that two-three years down the line, most of his franchisees will be offered a stake in his company. "Once we have developed a good working relationship and got used to his kind of business operation, I expect most franchisees to own small stakes in the company," says Lal. Once a pathologist evinces interest, Lal will carry out a due diligence of the franchisee's organizations. The stake he is offered will depend on the kind of value he generates and service he provides.

Questions:

(a) Evaluate the business concept in terms of available opportunities.

(b) What are the barriers that are likely to arise?

(c) How do you assess the organizational set-up being planned by Dr. Lal?

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R–3155

R–3301	Sub. Code
	643301

M.B.A. (LM) DEGREE EXAMINATION, APRIL 2019

Third Semester

Logistics Management

STRATEGIC LOGISTICS MANAGEMENT

(CBCS – 2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

All questions carry equal marks.

1.   Distinguish between plan and policy.

2.   What is Retrenchment strategy?

3.   Distinguish between vision and strategic intent.

4.   What is Benchmarking?

5.   What do you understand by 'Implementation Control'?

Part B   (5 × 10 = 50)

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

All questions carry equal marks.

6.   (a)   What are the identifiable dimensions of strategic decisions?

                    Or

     (b)   Briefly explain how strategies are formulated.

7. (a) Explain the concept of 'value-chain' and its advantages to any organization.

Or

(b) What is Strategic alliances? What are its advantages and disadvantages?

8. (a) Describe the ways of strengthening an organization's position relative to that of its competitors.

Or

(b) What distinguishes marketing strategy from Marketing Tactics?

9. (a) Critically examine the BCG Matrix for the evaluation of Business Portfolio.

Or

(b) Discuss the structural issues involved while implementing strategies.

10. (a) Explain the applications of EVA and MVA in strategic evaluation.

Or

(b) What is the use stakeholder analysis? What are the advantages and disadvantages of stakeholder analysis?

2   **R–3301**

Part C   (1 × 10 = 10)

Compulsory.

11.   Read the following case and answer the questions.

In 2013-2014 Super Food division decided to enter the fast growing (20–30% annually) snacks segment, an altogether new to it. It had only one national competitor-Nice Snacks. After a year its wafer snack brand-Ringo, fetched 20% market share across the country. Ringo's introduction was coincided with the cricket world cup. The wafer snacks market is estimated to be around Rs.250 crores. The company could take the advantage of its existing distribution network and also source potatoes from farmers easily. Before the Super could enter the market, a cross-functional team made a customer survey through a marketing research group in 14 cities of the country to know about the snacks of eating habits of people. The result showed that the customers within the age-group of 15-24 years were the most promising for the product as they were quite enthusiastic about experimenting new snack taste. The company reported to its chefs and the chefs came out with 16 flavours with varying tastes suiting to the targeted age-group.

The company decided to target the youngsters as primary target on the assumption that once they are lured in, it was easier to reach the whole family. Advertising in this category was extremely crowded. Every week two-three local products in new named were launched, sometimes with similar names. To break through this clutter the company decided to bank upon humour appeal. The Industry sources reveal that Super spent about Rs.50 crores on advertisement and used all possible media print and electronic, both including the creation of its own website, Ringoringoyoungo.com with offers of online games, contests etc. Mobile phone tone downloading was also planned which proved very effective among teenagers. The site was advertised on all dotcom networks. EM TV, SHINE TV, BEE TV and other important channels were also used for its advertisement along with FM radio channels in about 60 cities with large hoardings at strategic places.

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Analysts believe that Ringo's success story owes a lot to Super's widespread distribution channels and aggressive advertisements. Humour appeal was a big success. The 'Ringo' was made visible by painting the Railway bogies passing across the states. Super stilt wants a bigger share in the market and in foreign markets also, if possible.

Questions:

(a) What are the strengths of Super?

(b) What are the weaknesses of Super for entering into the branded snacks market?

(c) What kind of marketing strategy was formulated and implemented for Ringo?

(d) What else need to be done by Ringo so as to enlarge its market?

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4 **R–3301**

R–3302	Sub. Code
	643502

M.B.A. (LM) DEGREE EXAMINATION, APRIL 2019

Third Semester

Logistics Management

RAIL-ROAD-AIR-CARGO LOGISTICS

(CBCS – 2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (5 × 3 = 15)

Answer **all** questions.

All questions carry equal marks.

1.   What do you mean by in-bound and out-bound logistics?

2.   What is crack train?

3.   Define 'Receiving Dock'.

4.   What is an airway bill?

5.   What is IATA?

Part B   (5 × 10 = 50)

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

All questions carry equal marks.

6.   (a)   How does logistics contribute to time and place utility?

Or

(b)   What are the critical features involved in long and continental transportation?

7. (a) What are the typical freight loads that are carried by Indian Railways?

Or

(b) Brief the national and international share of railways in cargo movement.

8. (a) What are the factors that influence the choice of roadways logistics?

Or

(b) How outsourcing of roadways fleet could be cost effective? Explain.

9. (a) What are the advantages and limitations of air transport?

Or

(b) What are the features an facilities that are offered by air-cargo carriers?

10. (a) What is the need for coordination amongst different modes of logistics?

Or

(b) What is 'green logistics' and how does it contribute towards to environmental sustainability?

Part C (1 × 10 = 10)

(Compulsory)

11. Read the following case and answer the questions.

In 1999, US$ 870 million worth of cut flowers entered the United States through the Miami airport, 70 percent of which came from Colombia. All of this trade was done with air freighters, and a good portion of it was the domain of Aeroflora, a Colombian business specializing in

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that freight. Aeroflora sends an average of fifteen air freighters every week to the United States, filled with only one cargo: cut flowers, mostly roses and carnations.

However, it the week preceding the Valentine's Day holiday that this business becomes crazy. In 1999, Aeroflora sent a total of eighteen Boeing 747s packed with flowers in the 48 hours preceding the holiday. Every year, Federal Express dedicates two or three of its DC-10s for that purpose. Packed to the gill, a 747 can hold 3.6 million roses.

Cut flowers are not the only unusually large business handled by air freighter, though. From late May until late June, it is 'cherry season' on the West Coast of the United States. More than 1.1 million cartons(cardboard boxes of 18 lbs-8.2 kg) of cherries leave the United States for Japanese market. That is more than 9000 metric tons of cherries, all traveling by aft freighters or in the bellies of passenger flights, at sometimes prohibitive rates since all West-bound capacity at that time is taken by these fruits(US $ 1.95 per kg, whereas cargo normally fetches no more than US $ 1.00 per kg on that route). It is the most profitable period of the year for the airlines involved in that trade, since Narita Airport operates at hill capacity and cannot accommodate any more flights.

Questions:

(a) What are the different roles that are played by airfreight forwarders? Explain.

(b) Highlight the critical issues with respect to seasonality pricing and asset utilization in air cargo business.

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