

**R-4733**

**Sub. Code**

**643201**

**M.B.A. DEGREE EXAMINATION, APRIL 2021**

**Second Semester**

**Logistics Management**

**BUSINESS RESEARCH METHODOLOGY**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

**(5 × 3 = 15)**

Answer **all** questions.

1. Define the term Research.
2. Write a brief note on exploratory style.
3. Differentiate primary data from secondary data.
4. What is Factor analysis?
5. Define the term sampling.

**Part B**

**(5 × 10 = 50)**

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

6. (a) Explain the scope of conducting research.

Or

- (b) Discuss the various sampling techniques in detail.

7. (a) Discuss the various sources of collecting secondary data.

Or

- (b) Differentiate interview method from questionnaire.

8. (a) Write short notes on :
- (i) Cluster analysis
  - (ii) Multi discriminant analysis.

Or

- (b) Write short notes on :
- (i) Multiple regression analysis
  - (ii) Canonical correlation

9. (a) Describe the precautions of writing a research report.

Or

- (b) Briefly describe the different steps involved in a research process.

10. (a) Describe in brief the importance of editing, coding, classification, tabulation and presentation of data in the context of a research study.

Or

- (b) Explain the significance of research report and narrate the various steps involved in writing such a report.

**Part C**

(1 × 10 = 10)

Case Study – Compulsory

11. Explain how research helps in making better decision in following areas :
- (a) Government Policy and Economics Decisions
  - (b) Marketing Research.
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<b>R-4734</b>
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<b>Sub. Code</b>
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<b>643202</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2021**

**Second Semester**

**Logistics management**

**MARKETING, MANAGEMENT FOR LOGISTICS**

**(CBCS – 2019 onwards)**

Time : Three Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** the questions.

Each question carry equal marks.

1. Write about the Concept of Social marketing.
2. What is Sociological determinants in marketing.
3. Define product Life Cycle.
4. What is logistics decision.
5. What are all the importance of advertising.

**Part B**

(5 × 10 = 50)

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

Each question carry equal marks.

6. (a) Explain in detail the 7's of service marketing.  
Or  
(b) Explain the marketing strategies of leaders and challengers.

7. (a) Elaborate the determinants and theories of consumer behaviour.

Or

- (b) Describe the concept of targeting and positioning in marketing segmentation.

8. (a) Explain in detail the functions of new product failures.

Or

- (b) Define product positioning. Explain the approaches in product positioning.

9. (a) Describe various factors influencing in Pricing Policies.

Or

- (b) Discuss the functions of modern trends in retailing.

10. (a) Explain the importance of media planning and selection.

Or

- (b) Explain in detail about methods and practices in sales promotion.

**Part C**

(1 × 10 = 10)

Compulsory

11. Analyze the consumer decision both psychological and sociological determinants making process and problem in buying a car with appropriate examples.

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<b>Sub. Code</b>
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<b>643203</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2021**

**Second Semester**

**Logistics Management**

**PRODUCTION AND OPERATIONS MANAGEMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

Each question carry equal marks.

1. Brief the types of production.
2. Write about re location.
3. Describe method study.
4. Brief the types of lay out.
5. Short notes on types of inventory control.

**Part B**

(5 × 10 = 50)

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

6. (a) Explain the objectives of process planning and its benefits.

Or

- (b) Discuss the functions of product design.

7. (a) Explain the components of capacity planning.

Or

(b) Discuss the important factors that decide the location of a plant.

8. (a) Describe the characters of Production Process Systems.

Or

(b) What is method study explain time study and motion study.

9. (a) Explain importance and functions of a lay out.

Or

(b) Describe the components of assembly line balancing.

10. (a) What is inventory control? Explain the benefits of inventories.

Or

(b) Discuss the various methodologies of purchasing.

**Part C**

(1 × 10 = 10)

Case study

Compulsory

11. How would you perceive the role of quality control manager in an organization? Should the quality control function be separate from the line function of manufacturing? Explain with examples.

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<b>R-4736</b>
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<b>Sub. Code</b>
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<b>643204</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2021**

**Second Semester**

**Logistics Management**

**LOGISTICS LEGAL FRAMEWORK AND MARITIME  
DOCUMENTATION**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** the questions.

1. Define the rights and duties of Bailor and Bailee?
2. Write a brief note on functions of the Bill of Lading Contracts of Carriage.
3. Explain about the Cargo Claim Enquiry and its duties.
4. Define supply chain management.
5. Write about the types of charters and its significance in global marketing.

**Part B**

(5 × 10 = 50)

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

6. (a) Explain the elaborately about Indian Contract Act 1872?

Or

- (b) Discuss the following in detail :
  - (i) Discharge of Contract
  - (ii) Breach of Contract.



7. (a) Discuss the Modifications to the Traditional Carriage Contract Model?  
Or  
(b) Describe the Equity and Statutory Transfers in the Initial Carriage Contract Act?
8. (a) Write short notes on :  
(i) The Carriage Act 1865  
(ii) The Railways Act 1989.  
Or  
(b) Write short notes on :  
(i) The Carriage By Road Act 2007  
(ii) The Carriage by Air Act 1972.
9. (a) Explain the various types of Ships and its Sea routes?  
Or  
(b) Briefly illustrate the concept of International Maritime Organization (IMO)?
10. (a) Describe the intermodal relationships in multimodal transport system?  
Or  
(b) What are the Licenses and Certificates to be needed for International Freight Management System?

**Part C** (1 × 10 = 10)

Compulsory.

Case Study :

11. Most of the firms buy materials from foreign suppliers. As a supply chain manager, what are the potential challenges you face in Global sourcing with Global Logistics Trends.

<b>R-4737</b>
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<b>Sub. Code</b>
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<b>643205</b>
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**M.B.A. DEGREE EXAMINATION, APRIL 2021**

**Second Semester**

**Logistics Management**

**EXPORT AND IMPORT MANAGEMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

All questions carry equal marks.

1. Define Export and Import.
2. What is Export Marketing?
3. Define logistics.
4. Brief about Customs Clearance.
5. Brief the role of IT in European contingent.

**Part B**

(5 × 10 = 50)

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

6. (a) Explain the evaluation of Export and Import.

Or

- (b) Describe the components of International – Business Scenario.

7. (a) Explain functions of Documentation and Steps in Export and Import.

Or

- (b) Explain the policies of Export Incentive – Schemes.

8. (a) Explain the characteristics of – Shipping Industry.

Or

- (b) Discuss the functions of Containerization.

9. (a) Explain the importance of Customs – Clearance in Export and Import.

Or

- (b) Describe the role of – Financial Exporters.

10. (a) Explain the Export and Import Policies in European Contigent.

Or

- (b) Emphasize the Scope of Establishing New posts in India. Highlight the issues involved for establishment.

**Part C** (1 × 10 = 10)

Compulsory

Case Study.

11. “Import Substitution is a block for Export Promotion”. – Do you agree? If yes, why? If not, why not?

**R5525**

**Sub. Code**

**643401**

**M.B.A. DEGREE EXAMINATION, APRIL –2021**

**Fourth Semester**

**Logistics Management**

**INTERNATIONAL LOGISTICS MANAGEMENT**

**(CBCS – 2019 Onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

**(5 × 3 = 15)**

Answer **all** questions.

1. State the objectives of Logistics.
2. How are products modified for an international market?
3. What are the factors considered in selecting air cargo transport?
4. Define the term unitization.
5. What are the features of good Packing?

**Part B**

**(5 × 10 = 50)**

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

6. (a) Explain the components of logistics and discuss the role of logistics in enabling the competitive advantages.

Or

- (b) Outline the role and impact of integrated logistics in the present competitive business environment.

7. (a) " Operating in international markets is much more complex than marketing domestically". Critically evaluate the statement with suitable examples.

Or

- (b) Identify the merits and demerits of various transportation systems in India.

8. (a) Compare and contrast intermodal and multimodal transportation in logistics.

Or

- (b) Elaborate the operation procedures in Air transport system.

9. (a) Describe various commercial documents required for shipment of export goods.

Or

- (b) Summarize the procedure of setting up of an ICD in India and list out its benefits.

10. (a) Explain the primary functions of packaging and the factors that influence the design of packaging.

Or

- (b) Elucidate various types of Labels and its importance in global logistics management.

**Part C**

(1 × 10 = 10)

**Compulsory**

11. The management of Yummy Noodles Company was contemplating on introducing 200 grams pack of savoury noodles into the Indian market at Rs. 10 per pack. This was only for one month which was construed to be as a test marketing period. During this period, the Company wanted to have a "blitz strategy of flooding the market

with their product. In the subsequent month, the management of Yummy Noodles Company had planned to raise the price of the pack to Rs. 15 while the weight of the pack was to be fixed at 250 grams. A free gift in the form of a plastic bowl with a spoon was also planned. Two months before the launch of the actual production, the marketing department of the company brought out advertisements regarding the savoury noodles. The advertisements were displayed on bill-boards, TV, radio, print media. Schools and colleges were also targeted to rope in students and children to buy the product. Production of the noodles was planned to be started along with the marketing program. The forecast of the number of expected packets that could be sold for the first month was around 75,000, and 1,25,000 for the second month. The production was required to be started earlier to meet the target of projected demand as well as to account for the change over in the pack-size in the second month. The Company is very keen that its product must be well-received in the market.

You are appointed as a logistics consultant by the Company. You are required to guide the Company regarding the challenges.

#### Questions

- (a) What coordination is required between the production, marketing and other departments of the Company?
  - (b) Explain the role of the Logistics Department in the introductory phase.
  - (c) Devise a logistics strategy to meet the company's objective.
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**R5526**

**Sub. Code**

**643402**

**M.B.A. Logistics Management DEGREE EXAMINATION,  
APRIL –2021**

**Fourth Semester**

**SMALL BUSINESS MANAGEMENT**

**(CBCS – 2019 Onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** the questions.

All questions carry equal marks

1. What are the relative advantages of small scale enterprises?
2. Who is an entrepreneur?
3. What is preparation of business plan?
4. How securities are traded?
5. What is family entrepreneurship?

**Part B**

(5 × 10 = 50)

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

6. (a) Illustrate the characteristics of small scale enterprises.

Or

- (b) Predict the future of entrepreneurship in India.

7. (a) What is the importance and needs of institutional support to small entrepreneur?

Or

- (b) What are the stages of entrepreneurial decision process?

8. (a) Demonstrate the sources of financial for small scale enterprises.

Or

- (b) Rewrite the factors affecting market assessment.

9. (a) Discuss various financial management issues in SSE.

Or

- (b) State the importance of new venture financing.

10. (a) Interpret the challenges in family business.

Or

- (b) What are the key objectives of harvesting and succession strategies?

**Part C** (1 × 10 = 10)

(Compulsory)

Case Study

11. Read the following case and answer the questions given at the end.

The Guidewell Innovation Center at Lake Nona Medical Center on the outskirts of Orlando, Florida, is a 92,000-square-foot facility aimed at accelerating innovation within the healthcare industries. Guidewell, the parent company of Florida Blue, brings in outside companies to



help with that innovation process. One of the features of the Innovation Center is its Collaborative Resource Ecosystem. Some of the center's strategic areas of focus are next-generation consumer engagement, computational health, well-being and human performance, digital health, and remote management, among other areas.

- (a) What are the prevalent business models in the strategic areas for incumbent businesses?
  - (b) What are opportunities for innovation for new companies?
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**R5527**

**Sub. Code**

**643403**

**M.B.A. DEGREE EXAMINATION, APRIL – 2021.**

**Fourth Semester**

**Logistics Management**

**WAREHOUSE MANAGEMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

All questions carry equal marks.

1. What is inward logistics?
2. What is public warehouse?
3. What are operations metrics?
4. What do you mean inventory?
5. How does a barcode work in a warehouse?

**Part B**

(5 × 10 = 50)

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

6. (a) Demonstrate various functions of warehousing.  
Or  
(b) State the principles of warehousing.
7. (a) Identify the types of warehouses.  
Or  
(b) Examine the characteristics of an ideal warehouse.

8. (a) Sketch out the factors affecting warehouse location.

Or

(b) Enumerate the problems and issues in shipment process.

9. (a) Assess various functions of inventory management.

Or

(b) Enumerate the methods of inventory.

10. (a) Explore the role of information technology in warehouse management.

Or

(b) Compare ERP with WMS.

**Part C**

(1 × 10 = 10)

(Compulsory)

Case Study

11. Read the following case and answer the questions given at the end.

Field, Bell and Weiss, a consulting firm, has been engaged by the Fizzle Beverage Company to determine possible methods for expanding their warehouse facilities. The current warehouse has 16' ceilings with a possible 10' clear stacking height. At the 10' level the obstructions are steam pipes, lighting fixtures and air ducts. Fizzle Beverage currently receives all pallets by truck. Each pallet load is 6' high (including the pallet). In order to take full advantage of all available height the second level pallet in each stack must be broken down.

Question: How could Fizzle increase storage capacity?

**R5528**

**Sub. Code**

**643507**

**M.B.A. DEGREE EXAMINATION, APRIL – 2021.**

**Fourth Semester**

**Logistics Management**

**LOGISTICS PROJECT PLANNING MANAGEMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. Bring out the need of economic planning.
2. Expand the following : (a) BOOM, (b) BOT (c) BOO (d) BOOT
3. Name various sources of project ideas.
4. What do you understand by 'Project Feasibility Study'?
5. Write the component for continuous internal assessment in effective project management.

**Part B**

(5 × 10 = 50)

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

6. (a) Explain various types of sectoral project for development of a country.

Or

- (b) "Effective management of materials and equipment plays a vital role in Project Management. – Comment.

7. (a) What do you think about privatization of projects? Whether it is right or wrong? Explain your approaches regarding this with examples.

Or

- (b) Sketch various phases of Project Life Cycle. Also draft suitable strategy to management of each phases of PLC.
8. (a) Summarize the basic criteria for selecting the best project opportunities.

Or

- (b) What is project identification? Narrate the steps involved in it.
9. (a) Briefly discuss the importance of pre-feasibility and feasibility studies in ensuring success in operation phase of the project.

Or

- (b) What is a Detailed Project Report (DPR)? What is its importance in a project? Briefly describe the main contents of a DPR.
10. (a) Describe the Social Cost Benefit Analysis (SCBA) for economic analysis of projects. What is the need for SCBA? How does SCBA differ from monetary cost and benefits analysis of the project?

Or

- (b) "Costing is a guesstimate and pricing is a strategy". Elaborate.

**Part C**

(1 × 10 = 10)

Compulsory

11. A large chemical company was preparing to open a new 3,00,000 square foot distribution center. The client was seeking the necessary project management consistency and controls to effectively up fit and lay out the building to the specific needs of the operation, implement and manage the new operation, and consolidate its other sites into this new facility without causing any disruption to their operations. Relocating warehouses requires specific organizational skills and intense planning in the present environment. The relocation of inventory from current sites to the new distribution center is a difficult task. This effort includes ensuring all inventory organized and accounted for before it moved. Prior to moving the inventory, the building required inventory location setup and signage, completed in conjunction with implementation of the Warehouse Management System.

Questions

- (a) Define goals and success criteria and create a project management plan.
- (b) What Operational requirements and expertise needed for the completion of the project successfully?

**R5529**

**Sub. Code**

**643511**

**M.B.A. DEGREE EXAMINATION, APRIL – 2021.**

**Fourth Semester**

**Logistics Management**

**RETAIL SUPPLY CHAIN MANAGEMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. Why customer segmentation is important in retailing?
2. What are the drivers of retail growth?
3. How to Improve Supply Chain Processes?
4. What are the uses of barcoding?
5. State the opportunities in retail returns.

**Part B**

(5 × 10 = 50)

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

6. (a) Critically review the current trends in retail supply chain with suitable industry example from Indian companies.

Or

- (b) How are retail and supply chain mutually dependent on each other in making sure that the channel operates efficiently and effectively?

7. (a) Examine the fundamental components and principles of retail supply chain management in Indian perspective.

Or

- (b) Explain the tools and techniques and barriers to the Demand-Driven Supply Chain.

8. (a) "An important concept for supply chain designers is one long used by marketers is the product life cycle"- Elucidate the PLC with illustration.

Or

- (b) "Management skills are key to implementing changes to retail supply chains" - identify the retail SCM skills required for excellence.

9. (a) Describe the initiatives to improve supply chain processes and elaborate continuous improvement cycles.

Or

- (b) Evaluate the recent trends in the RFID application in retail supply chains.

10. (a) Enumerate the core differences between supply chain management and supply chain engineering.

Or

- (b) Analyse the problems and prospects of 4PL model in supply chain strategy.



**Part C**

(1 × 10 = 10)

Compulsory

11. Global giant FedEx provides business solutions to fit a wide variety of customer needs. Well-developed communication strategies allow for responsive adjustments to business processes when necessary. FedEx assists clients in scheduling shipping to help them utilize cross-docking strategies and maximize warehouse dollars. In one creative solution, FedEx worked with a U.S. automotive part distributor to essentially create a "flying warehouse." Renting a permanent storage facility for a long-term contract in Japan was cost prohibitive for the parts distributor who chose instead to use FedEx services to fly parts overseas daily. In the end, this solution saved the company money. FedEx has built its own reputation on tight logistics and responsive customer service management practices. They are leading the way for other companies to grow through their example with controlled flexibility and SCM procedures that are able to seamlessly evolve in times of change or uncommon need.

Questions

- (a) State the facts and analyse the case.
- (b) Explain how effective supply chain management helped FedEx to improve their performance.