

R6864

Sub. Code

643201

M.B.A. DEGREE EXAMINATION, APRIL – 2022

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. How to conduct Causal Research?
2. Mention the sources of Literature Review.
3. What are schedules? Outline its advantages in Research Methodology.
4. Show the importance of Range in Data Analysis.
5. Inspect the need of Clarity in a Research Report.

Part B

(5 × 10 = 50)

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

6. (a) Enumerate the Types of Research with suitable examples.

Or

- (b) What is Research Hypothesis? Elaborate the steps in formulating a hypothesis in Research.

7. (a) Outline the Characteristics of a Research Problem and Examine the Criteria in Selection and Formulation of Research Problem.

Or

- (b) Elucidate the different Tools and Techniques of Data Collection in Research Methodology.
8. (a) "Conducting a Pilot Study does not guarantee success in the Main Research"-Evaluate the Statement and Show the Importance of Pilot Study in Qualitative Research.

Or

- (b) Classify the Types of Survey Questions. Examine the Qualities and Characteristics of a good Questionnaire.
9. (a) The Rainfall recorded in various places of five Districts in a week are given below.

Rainfall (in mm)	45	50	55	60	65	70
No. of places	5	13	4	9	5	4

Find its Standard Deviation.

Or

- (b) A genetics engineer was attempting to cross a tiger and a cheetah. She predicted a phenotypic outcome of the traits she was observing to be in the following ratio 4 stripes only: 3 spots only: 9 both stripes and spots. When the cross was performed and she counted the individuals she found 50 with stripes only, 41 with spots only and 85 with both. According to the Chi-square test, did she get the predicted outcome?

10. (a) Elaborate the Contents and Layout of a Research Report.

Or

- (b) Describe the Importance of References in Research Report. Inspect the widely used referencing styles in Research Reports.

Part C

(1 × 10 = 10)

Case study — Compulsory.

11. A marketing manager wants an attractive packing for a brand of toothpaste. The research advisor is suggesting a research using an experimental research design, the marketing manager wonders whether a research is required for this, and if so, is an experimental research design suitable for this purpose. How would you advice the marketing manager?
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R6865

Sub. Code

643202

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Second Semester

Logistics Management

MARKETING MANAGEMENT FOR LOGISTICS

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. State the Features of Societal Marketing Concept.
2. Defend Concentrated Marketing as a Target Marketing Tool in India with example.
3. List the Advantages of Test Marketing.
4. Mention the Functions of Middlemen
5. How effective is Publicity as a Marketing Tool? Mention few Publicity Materials.

Part B

(5 × 10 = 50)

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

6. (a) “Psychographic Segmentation is harder to perform than other types of Market Segmentation”-Justify.

Or

(b) “The Pricing Strategy for Services is difficult to achieve unlike in Products. However, in Service Pricing, you cannot measure the cost of the Services you offer that easily” - Evaluate the Statement with suitable Examples.

7. (a) “Customers are Individual Thinkers”-Defend the Statement with Black Box Model of Consumer Behavior.

Or

(b) Inspect the role of Marketing Information System in enhancing Sales. Illustrate the Components of Marketing Information System.

8. (a) Why do Digital Cameras have a Short Life Cycle? Elaborate the Stages of Product Life Cycle for a Digital Camera Brand of your choice.

Or

(b) How would you frame Branding Strategies for Food Retail Startups? Explain the factors influencing the Branding Strategies?

9. (a) Inspect the different Factors affecting the Choice of Channels of Distribution by Industrial Goods Manufacturers in India.

Or

(b) Discuss the Modern Trends in Retailing. Mention few Retail Trends followed by Discount Retailers in India.

10. (a) “Personal Selling is not only important to sell the Products, but also to create Permanent Customers”- Explain with Proper Illustration.

Or

- (b) How OTT Platforms like Netflix retain their existing Customers? Discuss their Strategies against their Competitors.

Part C

(1 × 10 = 10)

Case Study — Compulsory.

11. ‘Shudh Hava Ltd.’ is engaged in manufacturing of air conditioners and desert coolers. The company offers a wide range of products to meet the requirements of people from varied income groups. Recently the company has developed a new product, an air purifier that improves the quality of air by filtering out all allergens and microbes. The company introduced the product on two variants namely ‘Nano Tech’ and ‘Nano Tech Premium’. In order to persuade people to buy the product it is offering easy payment options in equal monthly instalments for different time periods. Moreover, every buyer will be offered ‘scratch a card’ option to win instant gifts like decorative items, T-shirts etc. The company is also planning to organise competitive events based on skill and luck in various malls in different cities.

In the context of above case :

- (a) Name and explain the ‘type of promotion strategy’ adopted by the company to boost the sales of air purifiers.
- (b) Identify the various techniques of this promotional strategy being used by the company.
- (c) “The company offers a wide range of products to meet the requirements of people from varied income groups.” Name the relevant consumer right being promoted by the company.

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Sub. Code

643203

M.B.A. DEGREE EXAMINATION, APRIL – 2022

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.

1. Write a short note on the assembly line.
2. How is location for a plant selected?
3. Define the term 'method study' and state its objectives.
4. Write a short note on the CRAFT.
5. What is EOQ?

Part B

(5 × 10 = 50)

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

6. (a) Discuss the characteristics of modern production and operations function.

Or

- (b) What is job shop? Outline and describe the critical parameters of the job shop scheduling problem.

7. (a) Describe the procedure adopted for systematic approach to capacity planning.

Or

- (b) What are the factors to be considered for the location at a plant of a multinational company?

8. (a) Describe the steps involved in process planning.

Or

- (b) Distinguish between actual time, normal or basic time and standard time.

9. (a) Describe the steps in ALDEP.

Or

- (b) Explain the importance of line balancing of an assembly of electronic components.

10. (a) Discuss the overview of MRP with suitable example.

Or

- (b) Discuss in detail about the nature and classification of the stores management.

Part C

(1 × 10 = 10)

Compulsory

11. Case Study

Alpha, a four — wheeler company, is a leading a company in the south manufacturing chassis of bus/lorry, in 600 acres of land with 3000 employees. The annual production capacity of the plant is 60,000 chassis. The market research department projected its future demand

to be 2.5 times the present capacity of the plant. So, the company took a decision to set up another plant in the north with a capacity of 75,000 chassis. It is in the process of procurement of the required land of 1000 acres. The projected number of employees in the new factory would be 4000.

The productivity of any company mainly depends on the type of layout that is used to carry out the activities to produce the product. So, the industrial engineering department of the existing company is given the task of design the right type of layout for the new company.

All the sections of the automobile company will not have the same type of layout. The final assembly of chassis is done on a powered conveyer belt. This part of the company uses product layout which assembles the necessary subassemblies and components to form a full chassis.

The other sections of the company such as Engine assembly, Crank case production, Cylinder production, Cylinder head production, Piston production, Connecting rod production and Gear production (about 40 different gears).

The other items and subassemblies are subcontracted such as Radiator, Fuel pump, Fuel injection system (Components), Cams, Gear box, Clutch plate, Transmission system (Tie rod, gears, axles, etc.), Wheels and braking system, Tubes and tyres, Horn and electrical system including batteries, Bulbs, Doors, Glasses, Body frame and panels for driver's cabin, Bearings, Nuts and bolts, Cotter pins and Bumpers.

Now, the company is left with the option of process layout/product layout / group technology layout / fixed position layout for the sections listed in this case.

Questions:

- (a) As a consultant to the company, critically examine the material handling activities in each section and accordingly suggest a suitable layout.
 - (b) Also, suggest available software technique to design each layout.
 - (c) Also, give the overall layout of the company which shows the positioning of different sections in relation to the chassis assembly line.
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R6867

Sub. Code

643204

M.B.A. DEGREE EXAMINATION, APRIL – 2022

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** questions.

1. What are quasi – contracts?
2. Write a note on The Bills of Lading Act 1855.
3. Who is a consumer under the Consumer Protection Act?
4. Write a note on the container.
5. What is freight structure?

Part B

(5 × 10 = 50)

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

6. (a) State and explain the essentials of a valid contract under the Indian Contract Act, 1872.

Or

- (b) What are the rights of an agent? When can an agency be terminated?

7. (a) Explain the different types of bill of lading.

Or

(b) What are the functions of the bill of lading contracts of carriage? Explain briefly.

8. (a) Explain the Carriage by Air Act, 1972 in detail.

Or

(b) How the consumers are protected? What are their rights? Who can apply?

9. (a) Discuss the five shipping routes followed in the marine transport of the world.

Or

(b) What are the types of ships? Explain them with examples.

10. (a) Explain the different types of charters.

Or

(b) How freight rates are determined? Explain in detail.

Part C

(1 × 10 = 10)

Compulsory

11. Case Study

X was importing a car. The custom authorities had the car in their possession for valuation of custom duty. While driving the car around for observation, due to negligence of the custom officials, the car collided with a container and got damaged. Custom officials claim that as there is no contract between X and customs department, the department is not responsible for any damage.

Questions:

- (a) Highlight the issues in this case?
 - (b) What is your stand on this case? Present your arguments.
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R6868

Sub. Code

643205

M.B.A. DEGREE EXAMINATION, APRIL – 2022

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.

1. Examine the role of Export Management in Economic Development.
2. List the prime documents required for Import Trade in India.
3. Mention the Characteristics of Shipping Industry.
4. Why Customs Clearance of Export Cargo is required?
5. State the Purpose of forming ASEAN.

Part B

(5 × 10 = 50)

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

6. (a) Explain the Simplified Theory of Comparative Advantage on International Trade.

Or

- (b) Elucidate the Institutional Framework for International Trade in India.

7. (a) Elaborate the Steps in Export Procedure and Documentation.

Or

- (b) Enumerate the Types of Export Incentive Schemes in India.

8. (a) Describe the different Modes of Transportation in Logistics with their Advantages.

Or

- (b) Classify the Types of Containerization and their Process in Shipping.

9. (a) Elaborate the Steps involved in the Processing of an Export Order.

Or

- (b) Elucidate the methods of Financing Exports and Imports.

10. (a) Discuss India's Export and Import Policy with Middle East Countries.

Or

- (b) "Australia offers all the services required to complement India's economic rise in sectors like Education, Tourism, Financial Services and Insurance and a host of other Professional Skills."- Defend the Statement.

Part C

(1 × 10 = 10)

Case Study – Compulsory

11. Contractual forms of entry (i.e., licensing and franchising) are becoming popular in International Business while entering in to an Unknown Territory. It's also easier for the company to extricate itself from the

situation if the results aren't favorable. On the other hand, investment modes (joint ventures and wholly owned subsidiaries) may bring the company higher returns and more product or service knowledge in International Trade.

Questions:

- (a) Why would a company choose to use a contractual mode of entry rather than an investment mode?
- (b) What are the advantages to a company using a joint venture rather than buying or creating its own wholly owned subsidiary when entering a new international market?

R6869

Sub. Code

643401

M.B.A. DEGREE EXAMINATION, APRIL – 2022

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. How does Logistics deliver value to the customers?
2. List out the different parties involved in the transportation process.
3. What is intermodal shipping?
4. What are the types of charter?
5. Brief the benefits of safety inventory.

Part B

(5 × 10 = 50)

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

6. (a) Enumerate the functions of logistics and brief the impact of logistics decisions.

Or

- (b) Identify the operations involved in integrated logistics model.

7. (a) Examine the interaction between the logistics group and the marketing group in an organization.

Or

- (b) Explain significance of procedures and documentation in International Trade transactions.

8. (a) Multimodal transport systems have become the backbone of international trade — Discuss in Indian industry context.

Or

- (b) Air Cargo logistics play a vital role in the economic development of our nation — Comment.

9. (a) Define containerization and describe various types of freight containers.

Or

- (b) Enumerate the key functions and benefits of a CFS.

10. (a) Outline the mechanism followed in planning and managing inventories.

Or

- (b) Critically evaluate the purpose of packing, labelling and marking in global logistics.

Part C

(1 × 10 = 10)

Compulsory

11. Vijay Logistics provides export, import and extensive warehousing facilities for large quantum of pharmaceutical products. The client is India's largest Pharmaceutical Company Jeeva Pharma, which manufactures and markets generic pharmaceuticals, value added generic pharmaceuticals, branded generics, active Pharmaceuticals (API) and intermediates.

Jeeva Pharma, a leading Indian multinational pharmaceutical company has a large quantum of exports, imports and had extensive warehousing requirements. It has an expanding international portfolio of affiliates, joint ventures and representative offices across the globe with a presence in 23 of the Top 25 Pharmaceutical markets of the world. Additionally the Company has a presence in 21 of the 25 EU countries. It has Manufacturing operations in 9 countries with a ground presence in 49 countries and its products are available in over 125 countries. Their consignments need to be warehoused and moved by air, ocean and a combination of both i.e. multimodal transports.

The major challenges faced during the projects are maintenance of critical temperature requirements during the project, maintaining the optimum delivery schedules and meeting the set deadlines and warehousing at key locations and distribution at various overseas and domestic locations.

Meeting with Food and Drug Authority compliance for all regulatory requirements for EXIM related documentation. Vijay Logistics tracking software was put up to track and trace shipments. Vijay Logistics set up a central market positioned warehouse with optimum proximity to ports. Vijay Logistics has optimized their logistics network with effective tie ups with air carriers for maintaining the cold chains as well as improved transit times.

Vijay Logistics worked out cost-effective solution for LCL(Less than Container Load) sea shipments for generic products to be moved under temperature control conditions. Vijay Logistics provides EXIM consultancy, assists in availing various licenses from DGFT (Director General of Foreign Trade) and their various finalizations and closures as well as related customs formalities. Vijay Logistics provides location implants for better co-ordination and carry out documentation procedures

including overseas invoicing as well as EXIM documentation Vijay Logistics has improved planning process and on-time delivery, resulting in reduced transportation and administration cost. The pharmaceutical company reduced fixed asset holding costs in terms for warehouse and their management projects have resulted in reduced exposure towards non-compliance of regulatory requirements and increased visibility and flow of information.

Questions

- (a) State the facts and analyse the case.
 - (b) What are the strategies adopted by the Logistics company to reduce the cost?
 - (c) Do you think the strategies gives a long run success?
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R6870

Sub. Code

643402

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Logistics Management

SMALL BUSINESS 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 do you mean by Small Scale Enterprise?
2. Name any three funding agencies for the development of small scale enterprise.
3. What does SME mean?
4. Which is not a Ownership Security?
5. What is bankruptcy?

Part B

(5 × 10 = 50)

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

6. (a) Indicate the essential features of small scale enterprises.

Or

- (b) State the role of entrepreneurship in economic development.

7. (a) Assess the role of financial institution in entrepreneurship development

Or

- (b) Enumerate the skills required to be an entrepreneur.

8. (a) Discuss various steps in starting a small scale business.

Or

- (b) Examine the significances of financing for SMEs.

9. (a) Examine the operation management issues in SSE.

Or

- (b) Enumerate the marketing management issues in SSE.

10. (a) How important are exit strategies in entrepreneurship?

Or

- (b) What are the essential requirements of performance appraisal for SSE?

Part C (Compulsory) (10 × 1 = 10)

Case Study

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

In recent years, the entrepreneurial educator and author Steve Blank began applying lean startup principles to various US governmental agencies. Through a Hacking for Diplomacy course, students at Stanford University began tackling problems for the Department of State. A former US ambassador to the United Nations, a State

Department representative to Silicon Valley and senior advisor for technology and innovation, a retired US Army colonel and other entrepreneurial educators joined Blank in applying lean startup methods to State Department issues. Then-Secretary of State John Kerry even visited the Stanford students and said he was looking forward to the solutions students develop during the ten weeks. One project that emerged was from a group calling themselves Team Space Evaders. The team was tasked with working on the problem of satellite collision. Members charted satellite positioning data and explored how information about potential collision was shared by commercial operators and governmental entities ranging from the Federal Aviation Administration to the Department of Defense.

- (a) What would a unique value proposition for a State Department solution to this issue be?
- (b) How could a high-level concept pitch work when selling the concept within the State Department?

R6871

Sub. Code

643403

M.B.A. DEGREE EXAMINATION, APRIL 2022

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 Space Management?
2. What is a bonded warehouse?
3. Give an account on FIFO and LIFO.
4. What is an EOQ?
5. What is a Storage Bin?

Part B

(5 × 10 = 50)

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

6. (a) Enumerate the problems and issues in receiving process.

Or

- (b) Identify the services offered by the warehouse management.

7. (a) Explore the factors need to be considered when designing a warehouse.

Or

(b) Give a detailed account on benefits and drawbacks of Private, Public Bonded and Government warehouses.

8. (a) What are the classifications of materials and products in warehouse?

Or

(b) List out various types of storages.

9. (a) Explain the needs of inventory management.

Or

(b) Examine the issues of inventory management.

10. (a) Explain the structure of warehouse management.

Or

(b) How warehousing integrated technology can enhance warehouse operations?

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?

R6872

Sub. Code

643507

M.B.A. DEGREE EXAMINATION, APRIL – 2022

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. Brief the features of economic planning.
2. Write note on turnkey projects.
3. What is opportunity scouting?
4. Detail the scope of project feasibility.
5. What are the various sources of project financing?

Part B

(5 × 10 = 50)

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

6. (a) “If economic planning to be successful, certain essential conditions are to be fulfilled” – Examine the essential conditions for economic planning in India.

Or

- (b) Analyze the impact of Smart City programme under infrastructural development in India.

7. (a) "Project management must be aligned and integrated with other departmental processes wherever possible" Identify the key benefits of implementing a project management framework.

Or

- (b) Every Project is different from one another – Elaborate the classification of project in project management.

8. (a) Discuss the process of generating and screening the project ideas. What can a firm do to stimulate the flow of project ideas?

Or

- (b) Illustrate and elaborate the activities to be performed under project identification for an existing company.

9. (a) Write a detailed note on the various steps involved in Project formulation.

Or

- (b) Technology and processes play crucial role in certain projects. What are the key issues in regards to choice of technology, equipment and processes at the stage of formulation of DPR?

10. (a) What is Social Cost Benefit Analysis (SCBA)? Explain the need of SCBA in appraising projects.

Or

- (b) Discuss the different types of cost estimating in the life cycle of project.

Part C

(1 × 10 = 10)

Compulsory

11. **The Delhi Metro Project**

With a 6.5 km section of Line 3 become operational in April 2006, Phase I of the Delhi Metro project was completed. Of the total length of 65.16 km of the first phase, 62 km had been completed and opened for service. This phase was set to cost 98 billion. As of early 2006, around 4,50,000 passengers were traveling by the Delhi Metro every day. The Delhi Metro was meant to solve Delhi's traffic problems, which had become almost unmanageable. The first steps to build a metro system in the city were taken in the early 1990s. In 1995, the Government of India (GoI) and the Government of the National Capital

Territory of Delhi (GNCTD) formed the Delhi Metro Rail Corporation Ltd. (DMRC) under the Companies Act to construct the Delhi Metro. The Delhi Metro project gave Delhi a world-class mass rapid transit system. More importantly, it stood out from most other public sector projects in India in that it was completed on schedule and within the budgeted cost. The case describes the organization and planning of the project and explains how the DMRC managed the various stakeholders like the Central and State Governments, the contractors, and the citizens of Delhi, to ensure that the project was implemented smoothly.

Conceived as a social sector project, a significant portion of the project cost was funded through a soft loan provided by the Japanese government through Japan Bank International Corporation (JBIC). The rest was contributed by GoI and GNCTD through equity. E. Sreedharan (Sreedharan) was appointed managing director (MD) of the DMRC and project manager for Phase I of the project in November 1997. Work on Line I of Phase I started in October 1998. DMRC formed consortiums to advise it on the project and to provide it with the latest technology. It also saw to it that the foreign companies worked with the Indian companies to ensure that the latter assimilated their expertise and technological know-how. The DMRC faced any number of technical and systemic challenges during the construction of the metro.

Questions :

- (a) Analyse the case and discuss the case facts.
- (b) Highlight the steps taken by the DMRC to ensure the successful completion of the project.

R7101

Sub. Code

643508

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

Logistics Management

PORT MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Mention the Characteristics of a good Port. .
2. How to Plan Cargo Container Stowage on a Container Ship?
3. List the Factors affecting the Turnaround Time of a Vessel.
4. Inspect the purpose of Ballast Water Management.
5. Infer the Benefits of Smart Ports.

Part B

(5 × 10 = 50)

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

6. (a) Elaborate the Administrative and Operational Functions of Ports.

Or

- (b) What are the challenges in developing world class Port Infrastructure in India? Elaborate the Elements involved in the Port Infrastructure.

7. (a) What are the different Equipments used in the Port Operations? Explain.

Or

- (b) Examine the Operational Process of Container Terminals and Classify the Types of Container Terminals.

8. (a) Illustrate the Phases of Port Development and Inspect the Socio-Economic Benefits of Ports.

Or

- (b) How Technology is helping modern day Ports optimize their Operations? Analyze the role of Technologies like Artificial Intelligence, Data Science and IoT Tools in Shipping Industry.

9. (a) Describe the Importance of Port Security and Elucidate the different Port Security Threats and Vulnerabilities.

Or

- (b) “Wastes from ships and other port activities can result in loss or degradation of habitat areas and can also harm marine life.”-Defend the Statement with the negative impact of Port Operations on Sea Water Quality.

10. (a) Enumerate the Types of Port Ownership Structure with example.

Or

- (b) “In Current Scenario, a handful of major carrier alliances and independent terminal operators increasingly dominate the major global container trades.”-Discuss.

Part C

(1 × 10 = 10)

Case Study – Compulsory

11. Existing ports in India tend to be government owned and controlled. These ports were set up many years ago and need to be upgraded at considerable cost. There have been indications that the design of existing ports is inadequate to meet the current requirements for quick turnaround and handling of increased volumes, causing delays in the feeding and evacuation of cargo and consequently lowering the efficiency and productivity of vessels. Some ports are not designed to cater to large or ultra large vessels, which have to be parked at a distance and cargo fed or evacuated through smaller vessels. Suggest an Optimal Solution to overcome the issues related to Existing Ports in India. Also recommend few IT enabled Port Infrastructure facilities with better Connectivity for constructing and developing more Smart Ports.

R7102

Sub. Code

643510

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

Logistics Management

PROCUREMENT AND QUALITY MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Determine the Purpose of Quality Management Standards.
2. Show the Benefits of Supplier Quality Audits.
3. Infer the Steps in Quality Assurance Cycle.
4. How 5S Principles help to improve Quality and Process Control?
5. Examine the need of E-Sourcing Software in Procurement.

Part B

(5 × 10 = 50)

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

6. (a) Elucidate the different Aspects of Quality Control.

Or

(b) Show the Importance of Quality Control in Supply Chain Management and Classify the Types of Inspection in Quality Control.

7. (a) What are the most serious Supplier Quality Challenges faced by the Manufacturing Industry? Examine the reasons for Poor Supplier Performance Quality.

Or

(b) Enumerate the Criteria for Supplier Performance Evaluation and Demonstrate the Contents of Supplier Evaluation Checklist.

8. (a) Elaborate the different Activities under Quality Assurance and Interpret the Functions of Quality Assurance.

Or

(b) How to utilize Control Charts to improve Manufacturing and Product Quality? Discuss.

9. (a) Appraise the Essential Elements of an Effective Quality Management System.

Or

(b) Illustrate the different Methodologies of Six Sigma.

10. (a) Inspect the various Risks associated with Outsourcing Production.

Or

(b) Evaluate the Key Components of E-Procurement and Examines the Challenges in E-Procurement.

Part C

(1 × 10 = 10)

Case Study — Compulsory

11. The 'Make in India' campaign has definitely hit the right chords for India's manufacturing sector. It is estimated that India's manufacturing sector will touch US\$ 1 trillion by 2025. This forecasts a potential growth rate of 25-30 percent of the country's GDP and generate phenomenal job opportunities. The smart manufacturing coupled with an integrated approach to floor processes and ERP databases is the next step in manufacturing scenario. The quality assured grouping of the automated technology and intelligence makes it risk free and sustainable. A way to improve business processes, safe work environment and generate employment.

Questions:

- (a) Why Quality should matter for Make in India Campaign?
- (b) How Quality Assurance System can be implemented successfully in Indian Manufacturing Units?
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R7103

Sub. Code

643512

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

Logistics Management

SUSTAINABLE SUPPLY CHAIN MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Why Companies need to have Sustainable Supply Chain?
2. Interpret the Challenges in Humanitarian Logistics.
3. How can manufacturers reduce their Carbon Footprint?
4. Inspect the Nature of Green Supply Chain.
5. How do Scenario Plans support the Supply Chain?

Part B

(5 × 10 = 50)

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

6. (a) Illustrate the Framework for Supply Chain Sustainability in Service Industry with example.

Or

- (b) What are the three Pillars of Sustainability in a Supply Chain? Mention the Advantages and Disadvantages of Sustainable Supply Chain Management.

7. (a) Illustrate the Structure of Closed Loop Supply Chain with Organizational Examples.

Or

- (b) How Indian Retailers Handle Returns Through Reverse Logistics? Explain with suitable examples.
8. (a) "Managing Supply Chain Greenhouse Gas emissions effectively can avoid damage to Brand Value, exposure to energy price volatility and lack of preparedness for complying with Carbon Regulations."-Defend.

Or

- (b) Discuss the Cradle to Cradle Implementation at Desso with guiding Principles of C2C Design.
9. (a) Discuss the Areas of Social Responsibility in Supply Chains and their CSR Practices.

Or

- (b) Critically Analyze the Supply Chain Controversy of Wal-Mart due to their Corporate Policies.
10. (a) "Adopting Digital Capabilities and Collaborative Scenario Planning can improve an Organization's Core Processes for creating Supply Chain Scenarios at a Rapid Pace" - Justify.

Or

- (b) Examine the need of Future-Proofed Supply Chain in Indian Retail Sector with proper Illustrations.

Case Study – Compulsory

11. Supply chains have become increasingly global in the past three decades. The reason behind this was the dramatic increase in the number of tradable goods and services. This tradability is the extent to which items can be produced in places further away from the final destination. In addition, it is highly dependable on transportation costs and the perishability of goods. Therefore, high-value goods and low shipping costs like electronics makes more sense in producing them in low-cost countries. As the demand for goods was going up, so was the competition among businesses. For them to compete, they should join the global supply chain race to reduce their costs when trade barriers were quickly falling off across the world. This signalled the beginning of the new gold rush era. Companies started flocking to those countries to take advantage of their perks. As a result, whole productions are now in countries like China to take advantage of the lower labour costs, materials, land and others.

Questions:

- (a) Share your views on Global Supply Chain and its impact on Product Quality.
 - (b) List the Possible Drawbacks for Countries outsource their Product Production to Lo-Cost Countries.
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