

**R8133**

**Sub. Code**

**643401**

**M.B.A. DEGREE EXAMINATION, APRIL – 2023**

**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. Explain the evolution of logistics.
2. Define the concepts of customer focused marketing.
3. Explain about Multimodal transport.
4. Brief the role of Inland Container Depot.
5. Explain the components of Inventory Management.

**Part B**

(5 × 10 = 50)

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

6. (a) Explain the concepts of logistic sub-system.

Or

- (b) Describe integrated logistics.

7. (a) Explain the functions of International trade.

Or

(b) Discuss the importance of Market channel.

8. (a) Write about Multimodal transport.

Or

(b) Explain the components of Freight.

9. (a) Describe the benefits of containerization.

Or

(b) Explain the role of ICD.

10. (a) Explain various components of inventory Management.

Or

(b) Describe the functions of packaging.

**Part C** (1 × 10 = 10)

Case Study – Compulsory.

11. Logistics :

The Management of yummy noodles company was contemplating an introducing 200 grams pack of savory noodles into the Indian market at Rs.10 per pack. This was only one month which was construed to be as a test marketing period. During the 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 Rs.15, while the weight of the pack was to be fixed at 200 grams. A free gift in the form of a plastic bowl with a spoon was also planned.

Two months before the launch of the annual production, the marketing department of the company brought out advertisements regarding the savory noodles. The advertisements were displayed on bill-boards, TV, Print media, schools and colleges were also targeted to rope in students and children to buy this product.

Production of the noodles was planned to be started along with the marketing program. This forecast of the number of the expected packets that could be sold for the first month was around 75,000 and 1,25,000 for the second month. This 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.

You are appointed as a logistic consultant by the company. You are required to guide the company regarding the following.

- (a) The company is very keen that product must be well received in the market. What co-ordination is required between the production, marketing and other departments of the company?
- (b) Explain the role of logistics department in the introductory phase.

**R8134**

**Sub. Code**

**643402**

**M.B.A. DEGREE EXAMINATION, APRIL – 2023**

**Fourth Semester**

**Logistics Management**

**SMALL BUSINESS MANAGEMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. Define small scale enterprises.
2. Brief the policy of small enterprise.
3. Define about ownership structure.
4. Brief the marketing issues in SSE.
5. Shortly describe about family enterprise.

**Part B**

(5 × 10 = 50)

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

6. (a) Explain the history of entrepreneurship development.

Or

- (b) Describe the development of SSE.

7. (a) Explain about funding agencies.

Or

(b) Discuss about entrepreneurial decision process.

8. (a) Explain the technical procedures for selection of site.

Or

(b) Prepare your own a business plan.

9. (a) Explain operating management issues in SSE.

Or

(b) Describe the types of dept services.

10. (a) Explain about management performance assessment.

Or

(b) Discuss the exit strategies for entrepreneurs.

**Part C**

(1 × 10 = 10)

Case Study — Compulsory

11. Famous for its shocking advertisements Benetton started in 1955 as a small business. Benetton and his family started by selling colored sweaters door to door in Italy. Overtime a regional network of family, friends and agents set up closely monitored set of distinctive retail outlets. Over a 15 years period Benetton built up 300 affiliated but independently owned outlets in Italy and a factory with new methods to dye and condition wool. Benetton was not directly involved in the retail outlets, who received high quality products at low costs. Part of the manufacturing and savings are realized by outsourcing to neighbouring sub contractors.

Today Benetton has kept this loose network in independent production sub contractors and distribution agents but has now built up to global network of over 7000 retail stores. Of these, Benetton owns only 50 flagship stores and the great majority are operated by independent entrepreneurs. Over 80% of production still takes place in Italy and the company is still owned by Benetton family.

Benetton is one of those successful global companies that was partly successful because its production and design concept was built on a strong home base. It then expanded the marketing end of its business through closely monitored independent stores. They were able to use the Benetton brand name and distinctive colours and were supported by clever International advertising.

Benetton does not advertise its clothes directly. Rather its advertisements are for a life style. "The united colours of Benetton" ads designed for a homogeneous global consumer interested in fast cars and fast life style. Benetton goes for cutting edge advertising that grabs public attention. This creates an image of new age awareness, as Benetton advertising has featured formula 1 cars, AIDS, high Art and attitude. How well this plays out globally is uncertain.

- (a) Is Benetton a multinational enterprise?
- (b) What are the country specific factors that have helped benetton be a success?
- (c) What are Benetton's firm specific advantages?

**R8135**

**Sub. Code**

**643403**

**M.B.A. DEGREE EXAMINATION, APRIL – 2023**

**Fourth Semester**

**Logistics Management**

**WAREHOUSE MANAGEMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 3 = 15)

Answer **all** questions.

1. How effectively Logistics support for Unloading?
2. State the Advantages of Cross Docking.
3. Examine the Purpose of Industrial Storage Bins and Cabinets.
4. Distinguish between Outbound Delivery and Goods Issue.
5. Identify the role of RFID in Inventory Tracking.

**Part B**

(5 × 10 = 50)

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

6. (a) Elaborate the Stages involved in Warehousing Process.
- Or
- (b) Enumerate the Types of ISO Containers with their Features.

7. (a) Describe the Principles of Warehouse Layout Design.

Or

- (b) How Bonded Warehouses were useful for the Importers? Explain.

8. (a) Analyze the Essential Metrics and KPIs to measure the Warehouse Performance.

Or

- (b) Discuss the Problems and Issues in the Shipment Processes.

9. (a) Evaluate the Methods of Inventory Issue Pricing.

Or

- (b) Examine the Effects of the Stock-Out Costs on the Supply Chain.

10. (a) Discuss the Applications of Information Technology in Warehouse Management.

Or

- (b) Illustrate the Material Master Configuration for Warehouse Management.

**Part C**

(1 × 10 = 10)

Case Study – Compulsory.

11. Growth in organized food delivery and e-commerce is the key driver for the cold chain sector in India. Food retailing has come of age and the growing penetration of organized food retail in the country has dictated the development of efficient cold chain supply management. Cold storage market remains an unorganized and fragmented play in the country. The need for a variety of temperature-controlled solutions extends from perishable categories like fruits, vegetables, dairy, fish and meat to



pharmaceuticals and others. With increasing category focus, cold storage segment will receive greater attention from government and stakeholders alike. Share your views on the Cold Chain Supply Chain Management and its Prospects in India.

---

**R8136**

**Sub. Code**

**643507**

**M.B.A. DEGREE EXAMINATION, APRIL – 2023**

**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. Examine the need of Economic Planning in India.
2. Mention the Essential Elements of a Turnkey Project.
3. What is scouting for Project ideas?
4. State the Purpose of Market Appraisal.
5. Give an example for Economies of Scale.

**Part B**

(5 × 10 = 50)

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

6. (a) Discuss in detail the Growth and Innovation in Project Planning and Management.

Or

- (b) Analyze the Impact of Industrial Infrastructure and Agricultural Sector on Indian Logistics Projects.

7. (a) Illustrate the Phases of Project Life Cycle with a neat Sketch.

Or

- (b) Evaluate the different Approaches of Privatization Projects.

8. (a) Inspect the basic Criteria for selecting the best Project Opportunities.

Or

- (b) Discover the Sources of Project Identification for an existing Firm.

9. (a) Elaborate the Stage in Project Formulation.

Or

- (b) How to appraise the Managerial and Technical Aspects of a Project? Explain.

10. (a) What is Social Cost-Benefit Analysis of Project? Explain its Pros and Cons.

Or

- (b) Show the Importance of Feasibility Study in Project Management and Describe the key elements of a good project Feasibility Study.

**Part C**

(1 × 10 = 10)

Compulsory questions.

11. The Feasibility study offers the project manager and management students a framework to assess the feasibility of a project against predefined parameters. Consider a Public Private Partnership or BOOT project to (select a project):
- (a) Refurbish and operate the Bangalore Underground Tunnel.
  - (b) Build and Operate a toll road or toll bridge.
  - (c) Build and Operate a Power Station.

For Your selected project (Any one of the three as above), Carry out the following analysis and articulate your ideas clearly in as minimum sentences as possible.

- (i) Identify your key stakeholders and determine their influence on the project.
- (ii) Your client is the stakeholder, identify their needs and state how the project will fulfill their needs.
- (iii) A key function of the feasibility study is to confirm that you can make the product or perform the service. If appropriate outline the build method.
- (iv) Identify any internal and external constraints that will affect your project.

**R8137**

**Sub. Code**

**643508**

**M.B.A. DEGREE EXAMINATION, APRIL – 2023**

**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 elements of a Port.
2. Inspect the purpose of Stowage Factor.
3. Identify the role of Hydrodynamic Tools in Ship Design
4. Name the Items loaded in HAZMAT Shipping.
5. State the Advantages of Landlord Port.

**Part B**

(5 × 10 = 50)

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

6. (a) Explain the different Types of Port Layout.

Or

- (b) What are the elements involved in developing Port Infrastructure? Explain.

7. (a) Categorize the Types of Berthing Structures in Shipping Industry.

Or

(b) Classify the Types of Container Handling Equipments used in Terminal Management.

8. (a) How much do changes in Maritime Conditions contribute to World Trade? Discuss the Growth in World Trade.

Or

(b) Examine the Impact of Technological Advances and Changes in Shipping Environment on Port Functions.

9. (a) How ISM and ISPS Codes contribute towards Ship and Port Security? Discuss.

Or

(b) How do the Ports affect the Environment? Assess the role of Environmental Management System in safeguarding Port Environment.

10. (a) Discuss the Rise and Fall of Ports around the World.

Or

(b) Illustrate the Institutional Structure of India's Port Sector.

**Part C**

(1 × 10 = 10)

Case Study — Compulsory

11. In 2016, the Ministry of Shipping initiated the Project Green Ports for India's major ports. The aim of the Project is to make the major ports cleaner and greener. The Project includes various initiatives, which will be implemented under a strict time-bound fashion in order to achieve the targets set out. Some of these initiatives involve:

- ✓ preparation and monitoring plan of the initiatives;
- ✓ acquiring equipment needed for monitoring environmental pollution;
- ✓ acquiring dust suppression system;
- ✓ setting up of sewage and waste water treatment and rubbish disposal plants; and
- ✓ setting up projects for energy generation from renewable energy sources.

Questions:

- (a) State the Advantages in developing Green Ports in major Cities like Cochin.
- (b) What kind of Improvements may be needed for this Green Port Project in India?

---

**R8138**

**Sub. Code**

**643510**

**M.B.A. DEGREE EXAMINATION, APRIL – 2023**

**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. State the Objectives of Quality Control.
2. Why do Businesses evaluate Vendor Performance?
3. Examine the need of Quality Assurance in Manufacturing.
4. List the Benefits of Six Sigma.
5. What is the purpose of E-Tendering?

**Part B**

(5 × 10 = 50)

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

6. (a) Examine the Importance of Quality Standard in Product Manufacturing Industries.

Or

- (b) Describe the Quality Control of Purchased Materials in a Supply Chain.



7. (a) Inspect the need to conduct Suppliers Quality Survey.

Or

- (b) Elaborate the Steps involved in the Vendor Evaluation Process.

8. (a) Evaluate the Tools of Quality Assurance in Manufacturing Sector.

Or

- (b) How to use control charts to improve Manufacturing quality? Explain.

9. (a) Analyze the Six Sigma Quality Control Tools with proper Illustration.

Or

- (b) Elaborate the Six Sigma Steps for Process Improvement.

10. (a) Why do Companies Outsource the production of their Products? List the Benefits of Production Outsourcing.

Or

- (b) Classify the different Forms of E- Procurement.

**Part C**

(1 × 10 = 10)

**Case Study — Compulsory**

11. With emerging trend of electronic procurement, procurement process has turned to be more diverse than before. Therefore, the callousness and existence of procurement process disruptions has been amplified in number in past few years. These disruptions can be worst for the organizations and their supply chain performance; these disruptions also restrict the organizations in

achieving responsiveness in collaboration with its supply chain and procurement strategy. In this regard, the example of PC manufacturing firm will be more suitable when reason of failure of Compaq was that they were unsuccessful in replying quickly and that was due to inefficient procurement and supply chain process. The organizations nowadays cannot bear any type of wastage related to internal and/or external processes, because every move takes a heavy amount of monetary value, time, and struggles. However, the organizations can save these resources through increasing the efficiencies and responsiveness in procurement as well as in supply chain management.

Questions:

- (a) Suggest few ideas to make E-Procurement more Effective in India.
- (b) E-Procurement has an important role to play in supply chain management.”-Justify.

**R8139**

**Sub. Code**

**643512**

**M.B.A. DEGREE EXAMINATION, APRIL – 2023**

**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. List the Benefits of Sustainable Supply Chain.
2. State the Objectives of Humanitarian Logistics.
3. What is Greenhouse Gas Protocol?
4. What is the impact of CSR on Supply Chain?
5. Examine the need of Future Proofing for speed up the Supply Chain.

**Part B**

(5 × 10 = 50)

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

6. (a) Explain the Framework for Supply Chain Sustainability in E-Commerce Industry with example.

Or

- (b) Describe the Challenges and Conflicts in Sustainable Supply Chain.

7. (a) Elucidate the Nature of Closed Loop Supply Chain and Illustrate Supply Chain Models.

Or

- (b) Explain the Procedure and Types of Reverse Logistics with examples.

8. (a) Enumerate the Life Cycle Assessment and Carbon Footprint in the Food Delivery Supply Chain.

Or

- (b) Evaluate the guiding principles of C2C Design. Also Comment on the C2C Implementation at Desso.

9. (a) How to improve Supply Chain Social Responsibility through Supplier Development? Explain.

Or

- (b) Discuss the Supply Chain Controversy of Wal-Mart and Criticize on their Corporate Policies.

10. (a) How a Collaborative Scenario Planning can improve an Organization's Core Processes for creating Supply Chain at a Rapid Pace? Elucidate.

Or

- (b) Assess Future-Proofed Supply Chain's impact on Indian Automobile Sector with example.

**Part C**

(1 × 10 = 10)

Case Study — Compulsory

11. Flipkart has a 10 day return policy. This policy is primarily aimed to build trust with the consumers. The return of products by customers follows any of the 2 paths
- (a) Replacement: Flipkart returns the product to the supplier and obtains a replacement that is provided to the customer
  - (b) Store credit: If the customer is not satisfied with the product they are given store credit of the same amount.

Flipkart's success is mostly because of their procurement model and its robust logistics that make its stand out from other e-retailing sites. This backed up by an amazingly well organized warehousing and delivery system.

Questions:

- (i) How Flipkart carry out Reverse Logistics for returned goods?
- (ii) Suggest a suitable Procurement Model for a new FMCG Online Shopping Website.