

R0404

Sub. Code

654101

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Logistics and Supply Chain Management

**MANAGEMENT CONCEPTS AND ORGANISATIONAL
BEHAVIOUR**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. The element that aims at integrating group efforts to achieve group objectives is called _____.
(CO1, K2)
(a) Cooperation (b) Coordination
(c) Management (d) Directing
2. Unity of command implies _____ (CO1, K1)
(a) A subordinate should receive orders from all the superiors
(b) Individuals must sacrifice in the larger interest
(c) Be accountable to one and only one superior
(d) None of these
3. The main task of this level of management is to determine the overall organisational objectives and strategies for their realisation. (CO2, K3)
(a) Operational management
(b) Middle level management
(c) First line managers
(d) Top level management

4. Organisation structure establishes relationships between _____ (CO2, K2)
- (a) organisation and environment
 - (b) people, work and resources
 - (c) organisation and society
 - (d) suppliers and customers
5. While setting Quality objective, _____ to be considered. (CO3, K3)
- (a) Customer need (b) Organizational need
 - (c) Supplier needs (d) Worker need
6. _____ is the “On the Job Training” method used to train plumbers. (CO3, K3)
- (a) Web publishing (b) Job rotation
 - (c) Coaching (d) Apprenticeship
7. Meso organisation behaviour is related with _____ (CO4, K2)
- (a) Individual behaviour
 - (b) Group behaviour
 - (c) Organisational behaviour
 - (d) None of these
8. Who is recognized as father of “Human relations”? (CO4, K1)
- (a) William Gilbreth (b) Hendry Fayol
 - (c) F.W.Taylor (d) Elton Mayo
9. According to Robert Katz, when managers have the mental ability to analyze and diagnose complex situations, they possess _____ skills. (CO5, K1)
- (a) Technical (b) Leadership
 - (c) Problem-solving (d) Conceptual

10. A threatened strike action by a employee's union to force the management to accept their demands is an example of (CO5, K5)
- (a) Referent power (b) Legitimate power
(c) Reward power (d) Coercive power

Part B (5 × 5 = 25)

Answer **all** the following not more than 500 words each.

11. (a) Explain in detail the scope of studying management concepts. (CO1, K3)

Or

- (b) What are the skills propounded by F.W Taylor? Explain. (CO1, K2)

12. (a) What is objective? Explain its characteristics. (CO2, K2)

Or

- (b) Write a note on planning premises. (CO2, K1)

13. (a) Explain the organizing process of a courier company. (CO3, K3)

Or

- (b) Explain controlling process of a restaurant. (CO3, K3)

14. (a) Explain any two theories of learning. (CO4, K1)

Or

- (b) Write a note on emotional intelligence and its significance in OB. (CO4, K5)

15. (a) Explain the group formation process. (CO5, K1)

Or

- (b) Mention and explain any two types of group. (CO5, K1)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Explain the contribution of Henry Fayol towards management theory. (CO1, K1)

Or

- (b) Explain the contribution of Elton Mayo. (CO1, K1)

17. (a) Why is decision making more significant in planning? Explain the types of decisions. (CO2, K3)

Or

- (b) Explain planning process of a service organization. (CO2, K3)

18. (a) What is departmentalization? Explain its different types. (CO3, K1)

Or

- (b) Explain the different types of organization structure. (CO3, K2)

19. (a) Explain the determinants of personality of an employee in a production company. (CO4, K5)

Or

- (b) What is perception? Explain the different factors influencing the perception. (CO4, K2)

20. (a) Explain the group decision making techniques. (CO5, K2)

Or

- (b) What are interpersonal relations? Why is it studying important in OB? Explain with examples. (CO5, K3)

R0405

Sub. Code

654102

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Logistics and Supply Chain Management

MANAGERIAL ECONOMICS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. The value of an economic theory in practice is determined by (CO1, K1)
 - (a) How accurate the assumptions are
 - (b) How well the theory can be represented by a graph
 - (c) How well the theory can predict or explain
 - (d) How parsimonious the model is

2. The price at which Quantity Demanded = Quantity Supplied is (CO1, K1)
 - (a) Equilibrium Price (b) Market Price
 - (c) Supply Price (d) Consumer's Price

3. The Price elasticity of demand on a linear demand curve at the X axis is _____ (CO2, K1)
- (a) Zero (b) One
- (c) Infinity (d) Less than one
4. If the price of a goods increases, then (CO2, K1)
- (a) The demand for complementary goods will increase
- (b) The demand for the goods will increase
- (c) The demand for the goods will decrease
- (d) The demand for substitute goods will increase
5. Which of the following is an assumption associated with the definition of a production function? (CO3, K1)
- (a) Technology remains constant
- (b) Both inputs and outputs are measured in monetary units
- (c) The function shows the maximum level of output possible with a given combination of inputs
- (d) All units of the inputs are homogeneous
6. If a firm has a downward sloping long-run average cost curve, then (CO3, K1)
- (a) It is experiencing decreasing returns to scale
- (b) It is experiencing decreasing returns
- (c) It is a natural monopoly
- (d) Marginal cost is greater than average cost

7. The quantity supplied by a profit maximizing monopolist is: (CO4, K1)
- (a) Equal to quantity demanded at competitive market price
 - (b) Insufficient to supply the quantity demanded at monopoly price
 - (c) Equal to quantity demanded when price equals marginal cost
 - (d) Insufficient to satisfy the quantity demanded at the competitive market price
8. Under perfect competition, sellers are (CO4, K1)
- (a) Price makers
 - (b) Price takers
 - (c) Price discriminators
 - (d) None of these
9. The measurement of the balance of payments deficit is based on (CO5, K1)
- (a) Autonomous transactions
 - (b) Accommodating transactions
 - (c) Current account transactions
 - (d) Capital account transactions
10. National income as commonly understood by everyone refers to: (CO5, K1)
- (a) GNP
 - (b) NNP
 - (c) GDP
 - (d) NDP

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) State the nature of managerial economics. (CO1, K1)

Or

- (b) Describe the concept of “Equilibrium”. (CO1, K1)

12. (a) Illustrate the concept of cross elasticity of demand with examples. (CO2, K3)

Or

- (b) Prepare a demanding schedule for an Apple i-phone 15 series in the Indian market. (CO2, K3)

13. (a) Explain the determinants of cost. (CO3, K2)

Or

- (b) Explain the Cobb – Douglas production functions. (CO3, K2)

14. (a) Explain the types of price discrimination. (CO4, K5)

Or

- (b) Explain and illustrate the MC = MR approach to profit maximization. (CO4, K5)

15. (a) Explain demand – pull and cost – push inflation. (CO5, K6)

Or

- (b) Balance of payments must always balance. Is it true? Explain. (CO5, K6)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Describe the role of managerial economics in business decisions. (CO1, K1)

Or

- (b) Critically examine the concept of “Time Value of Money”. (CO1, K1)

17. (a) Critically examine the factors that determine the demand for a commodity with suitable examples.

(CO2, K3)

Or

- (b) Examine the role played by demand elasticity in managerial decision making. (CO2, K3)

18. (a) Explain the cost-output relationship in the short run with an illustration and a suitable diagram.

(CO3, K2)

Or

- (b) Distinguish between cost reduction and cost control.

(CO3, K2)

19. (a) Explain the different types of monopolies. (CO4, K5)

Or

- (b) Assume that firms in the short run are earning above normal profits. Explain what will happen to these profits in the long run for a market having perfect competition. (CO4, K5)

20. (a) Explain briefly the different phases of the business cycle. (CO5, K6)

Or

- (b) Explain different methods of measuring National Income. (CO5, K6)
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R0406

Sub. Code

654103

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Logistics and Supply Chain Management

ACCOUNTING AND FINANCIAL MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Which of the following statements is incorrect? (CO1, K1)
 - (a) Assets – Capital = Liabilities
 - (b) Liabilities + Assets = Capital
 - (c) Liabilities + Capital = Assets
 - (d) Assets – Liabilities = Capital

2. What is the important objective of accounting? (CO1, K2)
 - (a) To maintain records
 - (b) Depiction of financial position.
 - (c) Make information available to various groups and users.
 - (d) All of three

3. Pre-incorporation profit is available for _____.
(CO2, K4)

- (a) Payment of dividend
- (b) payment of interest on debentures
- (c) Payment for fixed asset
- (d) None of the above

4. When a company repurchase its own shares from the market to reduce the number of shares is called.(CO2, K2)

- (a) Issue of shares (b) Buy-back of shares
- (c) ESOP (d) Re-issue of shares

5. Which of the following is not the limitation of financial statement analysis? (CO3, K1)

- (a) Ignores price level changes
- (b) Window dressing
- (c) Qualitative aspect ignored
- (d) Inter firm comparisons

6. Assertion [A] : ‘Interest accrued but not due on borrowings’ is shown under ‘Other current liabilities’.

Reason [R] : All liabilities, of which payment is expected to be made within 12 months from the date of Balance Sheet, shall be treated as Current. (CO3, K5)

- (a) Both Assertion [A] and Reason [R] are true and Reason [R] is the correct explanation of Assertion [A]
- (b) Both Assertion [A] and Reason [R] are true and Reason [R] is not the correct explanation of Assertion [A]
- (c) Assertion [A] is false, but Reason [R] is true
- (d) Assertion [A] is true, but Reason [R] is false

7. Why is evaluating Capital Budgeting decisions based on cash flows? (CO4, K4)
- (a) Cash is more important for an organisation than profits.
 - (b) Cash flows are much easier to calculate compared to profits
 - (c) Both (a) and (b) are incorrect
 - (d) Both (a) and (b) are correct
8. Which of the following is true for a project with a shorter payback period? (CO4, K4)
- (a) The project will have more Net Present Value
 - (b) The project will have less Net Present Value
 - (c) The project carries a greater amount of risk
 - (d) The project carries a lesser amount of risk
9. The term Leverage in general refers to a _____ (CO5, K1)
- (a) Relationship between fixed cost and profit
 - (b) Relationship between sales and fixed cost
 - (c) Relationship between two inter-related variables
 - (d) Relationship between two unrelated variables
10. What are the aspects of working capital management? (CO5, K2)
- (a) Inventory Management
 - (b) Receivables Management
 - (c) Cash Management
 - (d) All of the above

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) State the differences between Management Accounting and Cost Accounting. (CO1, K1)

Or

- (b) From the following balances extracted at the close of the year ended 31st December, 2023, prepare Profit and Loss Account of Mr. Dharunesh as at that date.

Gross profit Rs. 55,000 ; Carriage on sales Rs. 500;
Office Rent Rs. 500 ; General expenses Rs. 900
Discount to customers Rs. 360 ; Interest from Bank
Rs. 200 ; Travelling expenses Rs. 700 ; Salaries
Rs. 900 Commission Rs. 300 Repairs Rs. 500 ;
Telephone expenses Rs. 520 ; Interest (Dr) Rs. 480 ;
Fire Insurance Premium Its. 900 Bad debts
Rs. 2,100; Apprentice Premium (Cr) Rs. 1,500;
Printing and Stationery Rs. 2,500; Trade Expenses
Rs. 300.

(CO1, K2)

12. (a) Write about the statutory books that are maintained by a company. (CO2, K3)

Or

- (b) Summarize the situations that a company can buy back of its securities. (CO2, K2)

13. (a) Classify various types of Accounting Ratios. (CO3, K4)

Or

- (b) Evaluate the usage Ratio Analysis. (CO3, K5)

14. (a) Brief the meaning and salient features of Payback Period. (CO4, K1)

Or

- (b) Describe the relationship between Risk and Return. (CO4, K2)

15. (a) Explain the term Capital Structure. (CO5, K1)

Or

- (b) Illustrate various types of Leverages. (CO5, K3)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) From the following trail balance of Mr. Santhanam prepare P and L A/c for the year ended 31st December, 2023 and Balance Sheet as on that date, after giving effect to the undermentioned adjustments.

Debit Balances: - Drawings Rs. 3,250; Stock (1-1-2023) Rs. 17,445; Returns inwards Rs. 554; Carriage inwards Rs. 1,240; Deposit with Muthu Rs. 1,375; Carriage outwards Rs. 725; Loan to Ashok @ 5% on 1-1-2012 Rs. 1,000; Rent Rs. 820; Purchases Rs. 12,970; Debtors Rs. 4,000; Goodwill Rs. 1,730; Advertisement Expenses Rs. 954; Bad debts Rs. 400; Patents and Patterns Rs. 500; Cash Rs. 62; Discount allowed Rs. 330; Wages Rs. 754.

Credit Balances: - Capital Rs. 15,000; Return outwards Rs. 840; Interest on loan to Ashok Rs. 25; Rent outstanding Rs. 130; Creditors Rs. 3,000; Provision for Doubtful Debts Rs. 1,200; Sales Rs. 27,914.

Adjustments: -

- (i) The manager of Mr. Sivaram is entitled to commission 10% of the Net profit calculated after charging such commission.
- (ii) Increase Bad debts by Rs. 600. Make provision for doubtful debts 10% and provision for discount on debtors 5%.
- (iii) Stock valued at Rs. 1,500 destroyed by fire on 25-12-2023 but the Insurance Co. admitted a claim for Rs. 950 only and paid it in 2013.
- (iv) Rs. 200 out of the Advertisement Expenses are to be carried forward to the next Year.
- (v) The value of closing stock is Rs. 18,792.

(CO1, K3)

Or

- (b) Illustrate the impact of Human Resources Accounting in modern day's business environment.

(CO1, K1)

17. (a) Rubi Ltd was incorporated in 1st July, 2015 to acquire a running business with effect from 1st April, 2015. The accounts for the year ended 31st March 2016 disclosed the following.

Gross Profit of Rs. 1,50,000,; The sales for the year amounted to Rs. 6,00,000 of which Rs. 1,20,000 were for the first six months.

The expenses debited to the P and L A/c included: Director's fees Rs. 7,500; Bad debts Rs. 1,800; Advertising (under a contract amounting to Rs. 500 per month) Rs. 6,000; Preliminary expenses written off Rs. 2,500; Donation to a political party given by the company Rs. 2,500; Salaries and General Expenses Rs. 32,000.

Prepare a statement showing the amount of profit made pre and post incorporation. (CO2, K3)

Or

- (b) Present the necessary journal entries to record the transactions while alteration of share capital in a company. (CO2, K1)
18. (a) The following is the trading and profit and loss account of Sumathi Ltd for the year ending on 31st December 2022, followed by the Balance sheet of the company. (CO3, K4)

Profit and loss account

To opening stock	5,80,000	By sales	30,00,000
To Purchases	24,40,000	By closing stock	6,20,000
To gross profit	6,00,000		
Total	36,20,000	Total	36,20,000

Balance Sheet

Liabilities	Rs.	Assets	Rs.
Share Capital	28,00,000	Fixed assets	22,00,000
Reserve and surplus	2,00,000	Stock	6,20,000
Bank overdraft	1,40,000	Debtors	3,20,000
Creditors	6,00,000	Bank	8,00,000
Profit for the year	2,80,000	Cash	80,000
Total	40,20,000	Total	40,20,000

On the basis of the above data, you are required to calculate the following ratios and interpret them as briefly as possible.

- (i) Current Ratio
- (ii) Gross Profit Ratio
- (iii) Quick Ratio
- (iv) Stock Turnover Ratio
- (v) Debtors' Turnover Ratio.

Or

(b) From the following information, you are required to calculate

- (i) Sales
- (ii) Sundry Debtors
- (iii) Sundry Creditors
- (iv) Closing Stock

Debtors Velocity Ratio – 3 months

Stock velocity Ratio – 6 months

Creditors Velocity Ratio – 2 months

Gross Profit Ratio – 25%.

The gross profit for the year ended 31st March, 2016 was Rs. 5,00,000. Stock for the same period was Rs. 20,000 more than it was in the beginning of the year. Bills receivable and bills payable were Rs. 1,50,000 and Rs. 83,333 respectively. (CO3, K2)

19. (a) SPD and company proposing to expand its production can go either for an automatic machine costing Rs. 2,50,000 with an estimated life of 5 years or an ordinary machine costing Rs. 1,50,000 having an estimated life of 6 years. (CO4, K5)

The annual sales and costs are estimated as follows:

	Automatic Machine	Ordinary Machine
	Rs.	Rs.
Sales	2,00,000	2,00,000
Costs: Direct materials	60,000	60,000
Direct wages	15,000	45,000
Variable overhead	25,000	20,000

Compute the comparative profitability under the pay back method.

Or

- (b) Design the suitable methods for taking investment decision in relation to Capital Budgeting. (CO4, K6)

20. (a) Prepare an estimate of working capital requirement from the following information of a trading concern.

Projected annual sales 10,000 units

Selling price Rs. 10 per unit

Percentage of net profit on sales 20%

Average credit period allowed to customers 8 Weeks

Average credit period allowed by suppliers 4 Weeks

Average stock holding in terms of sales requirements 12 Weeks

Allow 10% for contingencies. (CO5, K5)

Or

- (b) Formulate the determinants of working Capital for a large scale company. (CO5, K6)

R0407

Sub. Code

654104

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Logistics And Supply Chain Management

BUSINESS ENVIRONMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the objective questions by choosing the correct option.

1. When a company taken over another one and clearly becomes the new owner, the action is called _____
(CO1, K1)
(a) Acquisition (b) Strategic Alliance
(c) Merger (d) None of the above
2. _____ refers to negative and unfavorable external factors that is likely to create hurdles for a firm (CO1, K1)
(a) Opportunities (b) Threats
(c) Warning (d) None of these
3. _____ environment is within the control of the business. (CO2, K2)
(a) External (b) Micro
(c) Internal (d) Macro
4. Economic environment refers to all forces which have a _____ impact on business. (CO2, K1)
(a) Political (b) Natural
(c) Economic (d) Social

5. _____ environment can be defined as that part of the environment that is concerned with the entire social system. (CO3, K2)
- (a) General environment
 - (b) Social environment
 - (c) Operating environment
 - (d) Political environment
6. Consumer protection in India is ensured by _____. (CO3, K1)
- (a) Consumer protection Act, 1946
 - (b) Consumer protection Act, 1986
 - (c) Consumer protection Act, 1990
 - (d) Consumer protection Act, 1968
7. Marketing intermediaries are categorized under _____ Environment. (CO4, K1)
- (a) External (b) Micro
 - (c) Macro (d) Remote
8. Monetary policy in India is framed by _____. (CO4, K1)
- (a) RBI
 - (b) Ministry of corporate affairs
 - (c) Ministry of finance
 - (d) Planning commission
9. The Secondary Market is nothing but the _____. (CO5, K1)
- (a) Money Market (b) Stock Market
 - (c) Consumer Market (d) Legal Entity
10. Consumer Protection Act is applicable to _____. (CO5, K2)
- (a) Immovable goods (b) Specific goods
 - (c) Movable goods (d) All goods and services

Part B

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Show the Importance of Scanning the Environment.
(CO1, K2)

Or

- (b) How Liberalization and Privatization impacts a Business firm? Describe.
(CO1, K2)

12. (a) Why Political Stability is vital for a Business? Discuss.
(CO2, K3)

Or

- (b) Infer the Characteristics of Small Scale Industries.
(CO2, K2)

13. (a) Interpret the Functions of Central Bank in India.
(CO3, K2)

Or

- (b) Identify the causes of Inflation in India. (CO3, K3)

14. (a) Classify the Types of Social Structure in Business Environment.
(CO4, K3)

Or

- (b) Estimate the Obstacles to Clean Technology.
(CO4, K2)

15. (a) Distinguish between Primary and Secondary Capital Markets.
(CO5, K3)

Or

- (b) Specify the effects of Carbon Footprint (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Elaborate the Dynamic Factors of Business Environment. (CO1, K6)

Or

- (b) How does Globalization enhance Opportunities for Business Firms? Explain. (CO1, K5)

17. (a) Elucidate the Phases of Economic Development in India. (CO2, K4)

Or

- (b) What are the steps taken by Indian Government for rapid Industrialization? Discuss. (CO2, K5)

18. (a) Critically analyze the Foreign Capital tapping by Businesses in India. (CO3, K4)

Or

- (b) Critically inspect the GDP Trend in India with proper Illustration. (CO3, K6)

19. (a) Discuss the Technology Policy and Technology Trends in India. (CO4, K5)

Or

- (b) Show the Importance of Entrepreneurship to the Economy of India. (CO4, K2)

20. (a) Appraise the Environmental Laws protecting Business Environment in India. (CO5, K5)

Or

- (b) Summarize the major Provisions under Consumer Protection Act, 2019. (CO5, K3)

R0408

Sub. Code

654105

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Logistics and Supply Chain Management

**PRINCIPLES OF LOGISTICS AND SUPPLY CHAIN
MANAGEMENT**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. _____ includes design and administration systems to control the flow of materials, WIP and finished inventory to support business unit strategy. (CO1, K2)
 - (a) Logistics Management
 - (b) Materials Management
 - (c) Bill of Materials
 - (d) Distribution Management

2. Supply chain practices that strive to reduce energy and environmental footprints in terms of freight distribution. (CO1, K1)
 - (a) Inbound Logistics
 - (b) Green Logistics
 - (c) Outbound Logistics
 - (d) SCM

3. The purpose of supply chain management is (CO2, K3)
- (a) Provide customer satisfaction
 - (b) Improve quality of a product
 - (c) Integrating supply and demand management
 - (d) Increase production
4. _____ is a function of re-arranging and re- packing as per individual orders. (CO2, K2)
- (a) Break- Bulk (b) Warehousing
 - (c) Cross Docking (d) Sorting
5. _____ is a kind of distribution strategy. (CO3, K3)
- (a) RORO (b) LASH
 - (c) Milk Run (d) LNA
6. The _____ system should be designed after analyzing the needs for the organization. (CO3, K3)
- (a) Warehousing (b) Logistics
 - (c) Material handling (d) Distribution
7. Intermediaries play an important role in matching _____. (CO4, K2)
- (a) Product to region
 - (b) Demand and supply
 - (c) Information and promotion
 - (d) Dealer with customer
8. 3-PL stands for (CO4, K1)
- (a) Three points logistics
 - (b) Third party logistics
 - (c) Three points location
 - (d) The Party Logistics

9. The upstream supply chain is (CO5, K1)
- (a) Exclusively inside an organization
 - (b) Involved with procurement of material from suppliers
 - (c) The distribution of products or delivery of services to customers
 - (d) Both (a) and (c)
10. A Supply chain process is viewed as (CO5, K5)
- (a) Birds eye view (b) Technical view
 - (c) Strategic view (d) Cyclic and push/pull view

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) What is system concept in logistics? Explain. (CO1, K3)
- Or
- (b) Explain the different scopes of logistics. (CO1, K2)
12. (a) Write a note on evolution of supply chain management. (CO2, K2)
- Or
- (b) Explain the objectives of supply chain management. (CO2, K1)
13. (a) Write a note on different transportation system used for shipping cars. (CO3, K3)
- Or
- (b) Explain the relevance of logistics information system. (CO3, K3)
14. (a) What is Fourth party logistics? Explain with two examples. (CO4, K1)
- Or
- (b) What are the challenges in outsourcing logistics functions? (CO4, K5)

15. (a) Explain green supply chain. (CO5, K1)

Or

(b) Write a note on virtual supply chain. (CO5, K1)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Explain the objectives of logistics management. (CO1, K1)

Or

(b) Explain the different customer service phases. (CO1, K1)

17. (a) Why SCM is important in any business? Explain with examples. (CO2, K3)

Or

(b) Explain the fundamentals of supply chain management. (CO2, K3)

18. (a) What is material handling? Explain its principles. (CO3, K1)

Or

(b) Explain the different types of packaging? How will you ensure sustainability? (CO3, K2)

19. (a) Explain the advantages of logistics outsourcing? (CO4, K5)

Or

(b) Explain the different selection criteria to select the service provider of logistics. (CO4, K2)

20. (a) What is lean supply chain? Under what circumstances it can be preferred? (CO5, K2)

Or

(b) Explain the salient features of world class SCM. (CO5, K3)

R0409

Sub. Code

654106

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Logistics and Supply Chain Management

OPERATIONS RESEARCH

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Operations research approach is (CO1, K1)
(a) multi-disciplinary (b) superlative
(c) intuitive (d) all of the above
2. A model is (CO1, K1)
(a) an essence of reality
(b) an approximation
(c) an idealization
(d) all of the above
3. Any values of decision variables that satisfy all the constraints constitute a _____ (CO2, K2)
(a) feasible solution (b) infeasible solution
(c) fictitious solution (d) none of the above

4. Non-negativity condition is an important component of LP model because (CO2, K2)
- (a) variables value should remain under the control of the decision-maker
 - (b) value of variables make sense and correspond to real world problems
 - (c) variables are interrelated in terms of limited resources
 - (d) none of the above
5. The dummy source or destination in a transportation problem is added to (CO2, K2)
- (a) satisfy rim conditions
 - (b) prevent solution from becoming degenerate
 - (c) ensure that total cost does not exceed a limit
 - (d) none of the above
6. The method used for solving an assignment problem is called (CO2, K2)
- (a) reduced matrix method
 - (b) MODI method
 - (c) Hungarian method
 - (d) none of the above
7. Which term describes the set of all possible outcomes of an experiment in probability theory? (CO4, K4)
- (a) Event space
 - (b) Marginal space
 - (c) Sample space
 - (d) Joint space

8. The probability distribution that models the number of successes in a fixed number of independent Bernoulli trials is known as (CO4, K4)
- (a) Poisson distribution
 - (b) Normal distribution
 - (c) Binomial distribution
 - (d) Exponential distribution
9. The purpose of using simulation technique is to (CO3, K3)
- (a) imitate a real-world situation
 - (b) understand properties and operating characteristics of complex real-life problems
 - (c) reduce the cost of experiment on a model of real situation
 - (d) all of the above
10. Which of the following criterion is not applicable to decision making under risk? (CO3, K3)
- (a) maximize expected return
 - (b) maximize return
 - (c) minimize expect regret
 - (d) knowledge of likelihood occurrence of each state of nature

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Outline the scope of operations research. (CO1, K1)

Or

- (b) Trace the historical development of operations research. (CO1, K1)

12. (a) What is Goal programming? Explain. (CO2, K2)

Or

(b) A manufacturer produces two types of products namely, classic and modern. Each classic model requires 4 hours of grinding and 2 hours of polishing; whereas each modern model requires 2 hours of grinding and 5 hours of polishing. The total grinding time available is 80 hours and total polishing hours available is 180 hours. The profit per unit for classic model is Rs. 3 and profit per unit for modern product is Rs. 4. Formulate the problem as a linear programming problem to maximise the total profit. (CO2, K2)

13. (a) Outline the Hungarian methods for solving assignment problem. (CO3, K2)

Or

(b) Find the initial solution for the following transportation problem using least cost method (CO3, K2)

	D1	D2	D3	D4	Availability
O1	21	16	25	13	11
O2	17	18	14	23	13
O3	32	27	18	41	19
Requirements	6	10	12	15	

14. (a) A bag contains 6 red and 8 black balls. Another bag contains 7 red and 10 black balls. A bag is selected and a ball is drawn. Find the probability that it is a red ball. (CO4, K4)

Or

(b) Discuss the characteristics of normal distribution. (CO4, K4)

15. (a) A bakery keeps stock of a popular brand of cakes. Previous experience shows the daily demand pattern for the item with associated probabilities, as given:

Daily demand	0	10	20	30	40	50
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Use the following sequence of random numbers to simulate the demand for next 10 days. Also find out the average demand per day. Random Numbers: 25,39,65,76,12,05,73,89,19,49. (CO5, K3)

Or

- (b) Describe the assumption of scheduling models. (CO5, K3)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Explain the applications of various OR techniques. (CO1, K1)

Or

- (b) Analyse the role of computers in OR. (CO1, K1)

17. (a) Solve the following linear programming problem using graphical method: (CO2, K2)

Maximise $z = 30x + 20y$

$$2x + y \leq 800$$

Subject to $x + 2y \leq 1000$

$$x, y, z \geq 0$$

Or

- (b) Solve the following problem by simplex method:
(CO2, K2)

$$\text{Maximise } z = 25x + 20y$$

$$16x + 12y \leq 100$$

$$\text{Subject to } 8x + 6y \leq 80$$

$$x, y, z \geq 0$$

18. (a) Find optimal solution for the following transportation problem (CO3, K2)

	SO 1	SO 2	SO 3	SO 4	Availability
Factory 1	1	2	1	4	30
Factory 2	3	3	2	1	50
Factory 3	4	2	5	9	20
Requirement	20	40	30	10	

Or

- (b) Solve the following minimisation assignment problem (CO3, K2)

	Job					
	I	II	III	IV	V	
Persons	1	10	5	13	15	16
	2	3	9	18	13	6
	3	10	7	2	2	2
	4	7	11	9	9	12
	5	7	9	10	10	12

19. (a) Discuss the conditions under which the binomial distribution tends to be Poisson distribution.
(CO4, K4)

Or

- (b) In a deck of 52 playing cards, there are 4 aces (A). If a card is drawn randomly, what is the probability that it is an ace given that its a heart (H)? (CO4, K4)
20. (a) A repair shop attended by a single mechanic has an average of 4 customers an hour who bring small appliances for repair. The mechanic inspects them for defects and renders a diagnosis. This takes him 6 minutes on an average. Arrivals are poisson and service has exponential distribution. You are required to (CO5, K3)
- (i) Find the probability of time during which the shop is empty
 - (ii) Find the probability of finding atleast one customer in the shop.
 - (iii) What is the average number of customers in the system?
 - (iv) Find the average time spent including service.

Or

- (b) A food products company is contemplating the introduction of a new product with new package and replace the existing product at much higher price (S1), or a moderate change in the existing product with a new package and a small increase in price (S2) or a small change in the existing product and with a word new in the package and a negligible increase in price (S3). The three possible states of nature of events are: (CO5, K3)
- (i) High increase in sales (N1)
 - (ii) No change in sales (N2) and
 - (iii) Decrease in sales (N3)

Marketing department of the company worked out the payoffs in terms of yearly net profits for each strategy of three events. This is represented in the following table:

States of nature				
Strategies	N1	N2	N3	
S1	700,000	300,000	150,000	
S2	500,000	450,000	0	
S3	3,00,000	3,00,000	3,00,000	

Which strategy should the company choose on the basis of

- (1) Maximin Criterion (Pessimistic)
 - (2) Maximax Criterion (Optimistic)
 - (3) Minimax Regret Criterion
-

R0410

Sub. Code

654301

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Logistics and Supply Chain Management

DIGITAL SUPPLY CHAIN MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct options.

1. Ultimate objective of e-logistics is (CO1, K2)
 - (a) To keep more inventory at all stages of supply chain
 - (b) To keep only customers happy at any cost
 - (c) To deliver right products in right quantities at right place and time to the right Customer
 - (d) To keep only suppliers happy by giving advanced orders

2. Barcodes run on (CO1, K1)
 - (a) The light and sensor to read the information encoded on the card
 - (b) Alphabetic systems
 - (c) Doesn't need line of sight, to obtain the data
 - (d) Both alphabetic and light and sensor

3. What are the advantages of Industry 4.0? (CO2, K1)
- (a) No risk of hacking into the internal network
 - (b) Low cost of implementation
 - (c) Creating more vacancies for workers
 - (d) Improved productivity and efficiency
4. It predicts future trends and behaviors, allowing business managers to make proactive, knowledge-driven decisions. (CO2, K2)
- (a) Data warehouse (b) Data mining
 - (c) Data mart (d) Metadata
5. SCM process involves in order (CO3, K2)
- (a) Execute Deliver Plan, Source, Return
 - (b) Source Plan, Execute, Return, Deliver
 - (c) Plan, Source, Execute, Deliver, Return
 - (d) Source, Plan, Execute, Deliver, Return
6. It refers to a computer- based discipline that leverages algorithms that can learn from data. (CO3, K2)
- (a) Artificial intelligence
 - (b) The Internet of things (IoT)
 - (c) Expert systems
 - (d) Machine learning

7. It uses much less material than other subtractive manufacturing processes (CO4, K1)
- (a) Additive manufacturing
 - (b) Lean manufacturing
 - (c) Prototype manufacturing
 - (d) Matrix manufacturing
8. It assesses all possible variants, processes traffic and weather information and offers the best possible route in supply chain. (CO4, K2)
- (a) Robotics
 - (b) Drones
 - (c) Artificial intelligence
 - (d) Cloud
9. RAD software process model stands for (CO5, K1)
- (a) Rapid Application Development
 - (b) Relational Application Development
 - (c) Relative Application Development
 - (d) Rapid Application Design
10. It is a means of storing and transmitting information in a specific format so that only those for whom it is planned can understand or process it. (CO5, K1)
- (a) Malware Analysis
 - (b) Cryptography
 - (c) Reverse engineering
 - (d) Exploit writing

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Write note on ERP. (CO1, K3)

Or

- (b) Assess the advantages of barcode system. (CO1, K3)

12. (a) Identify the technologies of Industry 4.0. (CO2, K2)

Or

- (b) Explain the types of database management system.
(CO2, K2)

13. (a) Narrate the characteristics of big data analytics.
(CO3, K1)

Or

- (b) How block chain technology supports supply chain?
(CO3, K1)

14. (a) What is additive manufacturing and how it works?
(CO4, K1)

Or

- (b) Enumerate the role of robotics in delivery process.
(CO4, K1)

15. (a) Explain the objectives of system development methodology. (CO5, K2)

Or

- (b) Point out the types of internet security. (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Analyze the evolution of e-commerce and the role of SCM in Indian industry context. (CO1, K4)

Or

- (b) Identify the digital technologies used in supply chain management in India. (CO1, K4)

17. (a) “Business organizations believe that cloud computing is very important to the success to their business” Defend. (CO2, K5)

Or

- (b) Evaluate the framework of data warehousing and data mining. (CO2, K5)

18. (a) Outline various type of e-procurement methods with its merits and demerits. (CO3, K4)

Or

- (b) “The value of adopting both AI and RPA is more advantageous in SCM” — Comment. (CO3, K4)

19. (a) Discuss the fundamental transformation framework from “make” to “delivery” in digital SCM. (CO4, K5)

Or

- (b) Evaluate the impact of smart transportation system in the current digitalized industry. (CO4, K5)

20. (a) Illustrate the stages involved in system development life cycle. (CO5, K4)

Or

- (b) Examine the evolution of computer crimes and their effect on information system protection with examples. (CO5, K4)
-

R0411

Sub. Code

654302

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Logistics and Supply Chain Management

INTERNATIONAL MARKETING MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions
by choosing the correct option.

1. The principle of organization of a region around several political, social or financial centres. (CO1, K2)
 - (a) Ethnocentrism
 - (b) Polycentrism
 - (c) Marketing expansion
 - (d) Global marketing

2. It is a market model in which trade in goods and services between or within countries flow unhindered by government-imposed restrictions. (CO1, K1)
 - (a) Liberalization (b) Free trade
 - (c) Trade barriers (d) All of the above

3. The criteria for outsourcing decisions are: (CO2, K3)
- (a) Factors costs, Availability
 - (b) Logistics, Factors costs
 - (c) Both (a) and (b)
 - (d) Global strategy, Market Access
4. Which of the following is NOT an example of a political risk? (CO2, K1)
- (a) Government regulations
 - (b) Cost of Production
 - (c) War
 - (d) Civil unrest
5. Mention stage of economic development in which countries is able to produce a wide variety of products? (CO3, K1)
- (a) Traditional society
 - (b) Pre-conditions for take-off
 - (c) The drive to maturity
 - (d) High Mass Consumption
6. Behavioral variables of segmentation may include (CO3, K5)
- (a) Patterns of consumption
 - (b) Brand inconstancy
 - (c) Context for business
 - (d) All

7. This type of strategy calls for the development of a product or service that offers unique attributes that are valued by customers (CO4, K1)

- (a) Cost leadership Strategy
- (b) Differentiation Strategy
- (c) Focus Strategy
- (d) Attributes strategy

8. The most important reason behind the utilization of market segmentation is (CO4, K2)

- (a) Market heterogeneity
- (b) Positioning
- (c) Test marketing
- (d) Product life cycle

9. Analyzing a product as innovation and using the product component model provides the marketer a lead for

(CO5, K4)

- (a) Adaptation (b) Competition
- (c) Observation (d) All

10. Which one of the following is not an ethical pricing issue?

(CO5, K6)

- (a) Product dumping (b) Predatory pricing
- (c) Price fixing (d) Slow skimming

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Write a note on the importance of world trade.

(CO1, K2)

Or

- (b) What are regional institutions? Explain its necessity. (CO1, K2)

12. (a) What is the necessity of understanding of dietary preferences in international marketing? Explain with examples. (CO2, K3)

Or

- (b) What is the role of politics in influencing international marketing. (CO2, K2)

13. (a) Explain any one theory of product market decision.

(CO3, K1)

Or

- (b) Explain positioning strategies with examples.

(CO3, K3)

14. (a) Explain international marketing methods of payment. (CO4, K1)

Or

- (b) Explain any two Indian laws that govern international trade. (CO4, K2)

15. (a) Explain any four types of branding techniques.

(CO5, K1)

Or

- (b) Mention and explain any two retail formats.

(CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Explain the various opportunities of international marketing. (CO1, K2)

Or

- (b) Explain the role of IMF and world bank in favouring international marketing. (CO1, K5)

17. (a) What is consumer culture? Explain how the global consumer culture influences international marketing. (CO2, K3)

Or

- (b) Explain the different regulatory bodies that control the international trade. (CO2, K2)

18. (a) What is market segmentation? Explain the different bases of it with examples. (CO3, K5)

Or

- (b) Explain the four target market strategy options with examples. (CO3, K6)

19. (a) Explain the different sources of international trade financing. (CO4, K1)

Or

(b) Explain the process of export marketing. (CO4, K2)

20. (a) Write a note on global retailing with examples.

(CO5, K6)

Or

(b) Elucidate the concept – global e-commerce.(CO5, K5)

R0412

Sub. Code

6543E2

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Logistics and Supply Chain Management

INTERNATIONAL TRADE LOGISTICS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions following objective questions by choosing the correct option.

1. Logistics management is an _____ part of the business and its success. (CO1, K1)
(a) Minimal (b) Integral
(c) Unrelated (d) None of the above
2. Logistics is the part of supply chain involved with the forward and reverse flow of (CO1, K2)
(a) Goods (b) Service
(c) Cash (d) All of these
3. Packaging performs two functions namely _____ and logistics. (CO2, K4)
(a) Distribution
(b) Store keeping
(c) Material handling
(d) Marketing

4. _____ refers to a container in which the product reaches the end use consumer. (CO2, K2)
(a) Labelling (b) Packaging
(c) Marketing (d) Marking
5. _____ means the movement of material and components inside a firm. (CO3, K1)
(a) Inventory Management
(b) Logistics Management
(c) Supply Chain Management
(d) Operation Management
6. FTWZ stand for (CO3, K5)
(a) Free Trade Warehousing Zone
(b) Free Training Warehousing Zone
(c) Fair Trade Warehousing Zone
(d) Free Tailored Warehousing Zone
7. The location of ICD and CFS is regulated by (CO4, K4)
(a) The ministry of commerce
(b) The ministry of shipping
(c) The central government
(d) The state government
8. _____ also act as a cost-effective distribution channel between seaports and high-capacity rail. (CO4, K4)
(a) LCD (b) Dry ports
(c) CFSS (d) All of these
9. What are incoterms? (CO5, K1)
(a) A set of rules for trade
(b) A set of terms for policy formulation
(c) A set of pre-defined terms used in trade
(d) A set of negotiatory tactics

10. Which IncoTerms includes the price of rail transport and getting goods upto the ship (CO5, K2)
- (a) Free alongside ship
 - (b) Ex works
 - (c) Free on board
 - (d) Free carrier

Part B (5 × 5 = 25)

Answer **all** the questions, not more than 500 words each.

11. (a) Bring out the elements of trade logistics. (CO1, K1)

Or

- (b) Narrate the importance of trade logistics at the present context. (CO1, K2)

12. (a) Frame the suitable guideline for taking transportation decision. (CO2, K3)

Or

- (b) Elaborate various types of transport carriers. (CO2, K2)

13. (a) Define the term Inventory and describe its types. (CO3, K4)

Or

- (b) Briefly explain about FTWZ. (CO3, K5)

14. (a) Asses the role of dry ports in modern days of logistics. (CO4, K3)

Or

- (b) Analyse the reputation of dry ports in international trade logistics. (CO4, K2)

15. (a) When we can avail FOB facilities? (CO5, K1)

Or

- (b) Evaluate various freight payment methods.(CO5, K3)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Discuss and elaborate on the following statement:
“The selection of a superior location network can create substantial competitive advantage.”(CO1, K3)

Or

- (b) Illustrate a common trade-off that occurs between the work areas of logistics. (CO1, K1)

17. (a) Highlight the factors involved in the selection of the packaging materials. (CO2, K3)

Or

- (b) Identify the challenges in logistics information processing. (CO2, K1)

18. (a) Scan the procedures of warehousing the imported and exported cargo. (CO3, K4)

Or

- (b) Discuss the contemporary developments in inventory management in trade logistics. (CO3, K2)

19. (a) Compile the advantages and increasing role of dry reports. (CO4, K6)

Or

- (b) Justify your views to manage the challenges in the growth of dry ports in India. (CO4, K5)

20. (a) Construct the meaning for EXW, FCA, FAS, FOB. (CO5, K2)

Or

- (b) Summarize the procedure for choosing the INCOTERMS for international trade deals. (CO5, K6)

R0413

Sub. Code

6543E3

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Logistics and Supply Chain Management

MATERIAL MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the objective questions by choosing the correct options.

1. _____ is the capability of manufacturing to produce goods and services. (CO1, K1)
 - (a) Priority
 - (b) Planning
 - (c) Control
 - (d) Capacity

2. The benefit(s) of ERP systems is (are); (CO1, K1)
 - (a) Reduce stock to a minimum
 - (b) Efficiently coordinate global demand, supply and production
 - (c) Improve product quality
 - (d) All of these

3. The outputs from MRP are (CO2, K1)
- (a) released orders which go to purchasing and in — house production shops
 - (b) planned orders which are used for capacity planning
 - (c) rescheduling information used by master schedulers
 - (d) all of the above
4. A Bill of Materials (BOM) means (CO2, K1)
- (a) a listing of all of the assemblies, sub assemblies, pans, and raw — materials that are needed to produce one unit of a finished product
 - (b) a list of all the materials required for the manufacture during the day
 - (c) a bill from the vendor for all the materials supplied by him
 - (d) a requisition for materials from the production shop to the stores
5. Of the three costs relevant to a decision on inventory, which is the most difficult to estimate? (CO3, K1)
- (a) Shortage costs (b) Carrying costs
 - (c) Order costs (d) Transportation costs
6. Which one of the following statements regarding the economic order quantity (EOQ) is true? (CO3, K1)
- (a) The EOQ model combines several different item orders to the same supplier
 - (b) If an order quantity is larger than the EOQ, the annual holding cost for cycle inventory exceeds the annual ordering cost
 - (c) The EOQ model assumes a variable demand pattern
 - (d) When the interest rate drops, the inventory holding cost decreases and the EOQ decreases

7. In which of these product realization processes the ideas of product is formed? (CO4, K1)
- (a) Engineering Design
 - (b) Problem Definition
 - (c) Creative Process
 - (d) None of these
8. Which of the following is not a phase of product development? (CO4, K1)
- (a) Product Planning
 - (b) Incubation
 - (c) Product Engineering
 - (d) Pilot Production
9. Just-In-Time (JIT) combines the benefits of (CO5, K1)
- (a) Job order production and Line production
 - (b) Batch production and Line production
 - (c) Job order production and Batch production
 - (d) None of the above
10. Improving quality through small, incremental improvements is a characteristic of what type of quality management system? (CO5, K1)
- (a) Just-in-time
 - (b) Six Sigma
 - (c) Kaizen
 - (d) Total Quality Management

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Discuss briefly on the major purpose of materials management. (CO1, K2)

Or

- (b) Explain the ERP implementation methodologies with illustration. (CO1, K2)

12. (a) Identify the inputs required for an MRP. (CO2, K4)

Or

- (b) Distinguish between aggregate planning and master planning. (CO2, K4)

13. (a) Explain the benefits of implementing aggregate inventory management. (CO3, K2)

Or

- (b) Interpret the functions of inventories. (CO3, K2)

14. (a) Analyze the concept of “Process Design”. (CO4, K4)

Or

- (b) Analyze the features of continuous process improvement. (CO4, K4)

15. (a) Explain manufacturing planning and control in detail. (CO5, K5)

Or

- (b) Explain the obstacles to the implementation of TQM. (CO5, K5)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) The materials management for an organization is very important. Discuss the role of materials management in various organizational functional activities. (CO1, K2)

Or

- (b) Briefly explain the manufacturing planning and control systems with suitable examples. (CO1, K2)
17. (a) Classify the different types of bill of materials in the manufacturing sector. (CO2, K4)

Or

- (b) Analyze the concept of “Capacity Requirement Planning”. State the required inputs for such planning. (CO2, K4)
18. (a) Explain the various costs associated with inventory. (CO3, K2)

Or

- (b) Explain the procedure for ABC analysis. Bring out the merits and demerits of ABC analysis. (CO3, K2)
19. (a) Illustrate with an example what are the factors influencing process design. (CO4, K4)

Or

- (b) Compare and contrast different production process. (CO4, K4)

20. (a) Compare and contrast the philosophy of traditional and JIT manufacturing. (CO5, K5)

Or

(b) Explain the features of QFD. (CO5, K5)

R0414

Sub. Code

6543E4

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Logistics and Supply Chain Management

**CONTAINERIZATION AND MULTIMODAL
TRANSPORTATION**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Container vessels were formerly called (CO1, K1)
(a) Trucks (b) Vanships
(c) Ships (d) None of these
2. The term used for loading or unloading of heavy cargo is (CO1, K1)
(a) Rigging (b) Carnage
(c) Slinging (d) Forced discharge
3. Container storage units are provided with doors on both ends of the container, helping to load and unload materials quickly. (CO2, K1)
(a) Flat rack containers
(b) Open top containers
(c) Double door containers
(d) Insulated containers

4. _____ refers to a container in which the product reaches the end use consumer. (CO2, K1)
(a) Packing (b) Storage
(c) Shipping (d) Material handling
5. Shipping products using a combination of several transportation methods is referred to as (CO3, K1)
(a) Intermodal transportation
(b) Multimodal transportation
(c) Container on Flatcar
(d) Trailer on Flatcar
6. CONCOR commenced operations in _____ (CO3, K1)
(a) March 1968 (b) January 1975
(c) August 1980 (d) November 1989
7. The Transportation model coordinated between railways and roadways is (CO4, K1)
(a) Transship (b) Airtruck
(c) Fishyback (d) Piggyback
8. Door-to-door service is an advantage provided transport (CO4, K1)
(a) Road (b) Air
(c) Sea (d) Rail
9. _____ enabled the transport of perishable foods over long distances. (CO5, K1)
(a) Ships
(b) Big voyages
(c) Refrigerated ships
(d) Steamers
10. The United Nations Convention on International Multimodal Transport of Goods Done at (CO5, K1)
(a) Geneva
(b) United States
(c) Canada
(d) Germany

Part B

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Describe the need for containerization. (CO1, K2)

Or

- (b) Explain the participants involved in the container shipping process. (CO1, K2)

12. (a) List the cargo handling equipment at ports. (CO2, K1)

Or

- (b) Describe the documents for shipping dangerous goods. (CO2, K1)

13. (a) Differentiate between multimodal and intermodal transport. (CO3, K2)

Or

- (b) Explain the main functions of CONCOR's. (CO3, K2)

14. (a) Analyze the concept of "Specialized Vessels". (CO4, K4)

Or

- (b) Differentiate between NVOCC and Freight Forwarders. (CO4, K4)

15. (a) Explain the main functions of the bill of lading. (CO5, K5)

Or

- (b) Explain the Hamburg Rules on the Carriage of Goods by Sea. (CO5, K5)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Classify the different types of containers. (CO1, K2)

Or

- (b) Explain the features of containerization. (CO1, K2)

17. (a) Describe the types of cargo ships. (CO2, K1)

Or

(b) Describe briefly the different types of equipment used for loading, unloading and storage of goods in a warehouse. (CO2, K1)

18. (a) Discuss the importance and benefits of Multi- Model Logistics Parks in India. (CO3, K2)

Or

(b) Explain the role of the “Dedicated Freight Corridor Corporation of India Limited” (DFCCIL). (CO3, K2)

19. (a) Compare and contrast between rail and road as mode of transport. (CO4, K4)

Or

(b) Critically examine the special features of air cargo transportation. (CO4, K4)

20. (a) Explain the important features of international convention pertaining to the carriage of goods by road. (CO5, K5)

Or

(b) Explain in detail the International Convention for Safe Containers 1972 (CSC). (CO5, K5)

R0415

Sub. Code

6543E5

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Logistics and Supply Chain Management

SUPPLY CHAIN PLANNING AND COORDINATING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. The initial stage of the Supply Chain Process is (CO1, K1)
 - (a) Sourcing Stage
 - (b) Organizing Stage
 - (c) Planning Stage
 - (d) Directing Stage

2. In Supply Chain Management, ATP stands for (CO1, K2)
 - (a) Acquire Track and Perform
 - (b) Available to Promise
 - (c) Active Transport Protocol
 - (d) Access io Point

3. In Supply Chain Management, Inspection, Scrap and Repair are examples of _____ (CO2, K2)
- (a) Societal Costs
 - (b) External Costs
 - (c) Internal Costs
 - (d) Costs of Dissatisfaction
4. Positive Long-Term Relationships between supply chain participants refer to _____ (CO2, K1)
- (a) Supply Chain management
 - (b) Partnerships
 - (c) Co-operations
 - (d) Co-alliances
5. _____ involve the Transformation, Movement, and Storage of Goods and Materials (CO2, K1)
- (a) Virtual Flow (b) Physical Flow
 - (c) Title Flow (d) Information Flow
6. Which Scheduling Technique should be employed when due dates are important for a Job Order? (CO3, K1)
- (a) Forward Scheduling
 - (b) Loading
 - (c) Backward Scheduling
 - (d) Dispatching

7. A Poor Aggregate Planning may result in a large amount of Excess Inventory and Capacity, thereby raising _____ (CO4, K2)
- (a) Inventory (b) Costs
(c) Scrap (d) Load
8. _____ is used to determine Customer Service Levels. (CO5, K1)
- (a) Inventory held
(b) Backlog/Stock Out Quantity
(c) Workforce hired/laid off
(d) Machine Capacity increase/decrease
9. The movements of Stock must be controlled with information regarding _____ (CO5, K1)
- (a) Space Utilization (b) Order Status
(c) Labour Utilization (d) Material Protection
10. The Method of Item Placement that can accidentally substitute an item onto another is _____ (CO5, K2)
- (a) Family Grouping
(b) Part Grouping
(c) ABC Categorization
(d) Category Mapping

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Examine the role of Forecasting in Business. (CO1, K4)

Or

- (b) What are the measures of forecast error in SCM? Mention the Components of Forecast Error. (CO1, K3)

12. (a) Inspect the role of Aggregate Planning in a Supply Chain. (CO2, K2)

Or

- (b) How can the linear decision rule used for aggregate planning? Explain. (CO2, K5)

13. (a) Analyze why Predictable Variability cause increased costs and decreased responsiveness in the Supply Chain. (CO3, K5)

Or

- (b) How Demand Planning can improve the Supply Chain? Describe. (CO3, K3)

14. (a) Interpret the Obstacles to coordination in a Supply Chain. (CO4, K2)

Or

- (b) Explain how Continuous Replenishment lowers Logistics Cost. (CO4, K5)

15. (a) How to determine the appropriate level of Safety Inventory? Enumerate. (CO5, K4)

Or

- (b) Identify the role of IT in Inventory Management. (CO5, K3)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Evaluate the different Forecasting Methods in Supply Chain Management. (CO1, K5)

Or

- (b) Illustrate the Methods of measuring Forecast Errors. (CO1, K6)

17. (a) Enumerate the different Strategies of Aggregate Planning. (CO2, K5)

Or

- (b) Elaborate the major steps in implementing Sales and Operations Planning in Supply Chain. (CO2, K6)

18. (a) Inspect the Factors to be considered in the Aggregate Planning Activity. (CO3, K4)

Or

- (b) Elucidate the Managerial Levers that helps to achieve Coordination in a Supply Chain. (CO3, K5)

19. (a) What is the Purpose of Vendor Managed Inventory? Differentiate Vendor Managed Inventory and Customer Managed Inventory. (CO4, K4)

Or

- (b) Illustrate Bullwhip Effect and examine the causes for the Lack of Supply Chain Coordination. (CO4, K5)

20. (a) Examine the Impact of Replenishment Policies on Safety Inventory. (CO5, K4)

Or

(b) Enumerate the Factors affecting the level of Safety Inventory. (CO5, K5)

R0416

Sub. Code

6543E6

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Logistics and Supply Chain Management

GLOBAL SUPPLY CHAIN MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following multiple choice questions by choosing the correct options.

1. Foreign trade is an exchange of capital, goods, and services across _____ borders or territories.
(CO1, K1)

(a) Intranational (b) National
(c) International (d) Domestic
2. Which of the following is a driver of globalization?
(CO1, K1)

(a) Trade barriers and controls on inflows of foreign direct investment.
(b) Weak competition.
(c) Technological advance.
(d) Economies of scale are being exploited to the maximum

3. The major challenges of global sourcing is (CO2, K1)
- (a) Partner selection
 - (b) Exchange rates
 - (c) Increased complexity of worldwide network
 - (d) Constraint ability to safeguard intellectual assets
4. Incoterms covers (CO2, K2)
- (a) Trade in intangibles
 - (b) Ownership and transfer rights
 - (c) Contracts of carriage.
 - (d) Rights and obligations of parties to contract of sales
5. It is the design of seamless value-added processes across organization boundaries to meet the real needs of the end customer (CO3, K1)
- (a) Operations
 - (b) Supply chain management
 - (c) Process engineering
 - (d) Value charting
6. VMI stands for (CO3, K2)
- (a) Vendor Managed Inventory
 - (b) Vendor Material Inventory
 - (c) Variable Material Inventory
 - (d) Valuable Material Inventory

7. The mode of entry into international business with least risk to the firm is (CO4, K2)
- (a) Export house
 - (b) Trading house
 - (c) A manufacturing exporter
 - (d) Merchant exporter.
8. Market in which currencies buy and sell and their prices settle on is called (CO4, K2)
- (a) International bond market
 - (b) International capital market
 - (c) Foreign exchange market
 - (d) Eurocurrency market
9. 3PL stands for (CO5, K1)
- (a) Three Points Logistics
 - (b) Third Party Logistics
 - (c) Three points Location
 - (d) Third Platform Logistics
10. The warehousing function that combines the logistical flow of several small shipments to (CO5, K2)
- (a) Break bulk function
 - (b) Operational function
 - (c) Stockpiling function
 - (d) Consolidation function

Part B

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Explain the key elements of international logistics.
(CO1, K2)

Or

- (b) Identify the important factors that affects globalization of business.
(CO1, K2)

12. (a) Write the pros and cons of free trade agreement.
(CO2, K3)

Or

- (b) Illustrate the stages of cross-cultural negotiation.
(CO2, K3)

13. (a) Generalize the role of customs in global supply chain management.
(CO3, K2)

Or

- (b) Describe the concept of global sourcing. (CO3, K2)

14. (a) Explain briefly various contracts under INCOTERMS.
(CO4, K2)

Or

- (b) Classify the types of contract of affreightmeet.
(CO4, K2)

15. (a) Differentiate 3 PL with 4PL. (CO5, K2)

Or

- (b) What is air freight consolidation? Explain with example.
(CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Analyze the global trend that increases the complexities of modern supply chain. (CO1, K4)

Or

- (b) Compare and contrast the challenges of domestic logistics with international logistics. (CO1, K4)

17. (a) Summarize different forms of global entry strategy. (CO2, K5)

Or

- (b) Highlight the international distribution channels and the options available for direct and indirect distribution. (CO2, K5)

18. (a) Identify the drivers and activities of global supply chain management in India. (CO3, K4)

Or

- (b) What is vendor management? Point out its essential components. (CO3, K4)

19. (a) Elucidate general conditions in export contracts. (CO4, K5)

Or

- (b) Evaluate the purpose and key elements of UCP- 600. (CO4, K5)

20. (a) Examine the role and importance of 3 PL in global supply chain. (CO5, K4)

Or

- (b) Outline the growing importance of multimodal transportation in Indian industry perspective. (CO5, K4)
-

R0417

Sub. Code

6543E7

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Logistics and supply chain management

RETAIL AND SUPPLY CHAIN MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions
by choosing the correct option

1. The purpose of retail business is to _____ (CO1, K1)
 - (a) go for partnership
 - (b) make maximum promotion
 - (c) extend to other localities
 - (d) selling goods to customer

2. Which of the following should necessarily be an integral part of the supply chain? (CO1, K1)
 - (a) Retailer
 - (b) Third party service provider
 - (c) Customer
 - (d) Wholesaler

3. QFD “forces” designers to consider customer needs important to the _____ (CO2, K1)
- (a) Quality
 - (b) Service
 - (c) Cost
 - (d) Product or service design
4. A _____ category consists of threats external to the supply chain and includes events such as dock strikes, hurricanes, fires, earthquakes, and accidents. (CO2, K1)
- (a) Project management risk
 - (b) Primary risk
 - (c) Operational risk
 - (d) Internal risk
5. Increased competition leads to price decreases, increased public awareness, and significantly increased sales volume in PLC. (CO3, K1)
- (a) Maturity stage (b) Decline stage
 - (c) Growth stage (d) Introduction stage
6. _____ skills are key to implementing changes to retail supply chains. Effective retail supply chain management (SCM) requires abilities ranging from strategy making to operating process improvement. (CO3, K1)
- (a) Management (b) Creativity
 - (c) Leadership (d) Interpersonal

7. The plan can identify ways a reconstituted supply chain should support the firm's _____ (CO4, K1)
- (a) Business strategy
 - (b) Functional strategy
 - (c) Operating strategy
 - (d) Retail strategy
8. _____ is an identification number stored on an RFID tag and is mainly used in logistics and supply chain management to identify items. (CO4, K1)
- (a) Real-time location systems
 - (b) The electronic product code
 - (c) Radio-frequency
 - (d) QR Code
9. _____ is a ratio that measures the total cost a company occurs to perform supply chain activities to plan and position resources and execute customer orders. (CO5, K1)
- (a) Supply chain costs
 - (b) Inventory costs
 - (c) Transportation costs
 - (d) Production costs
10. _____ is the engineering discipline that concerns the planning, design, and operation of supply chains. (CO5, K1)
- (a) Reengineering
 - (b) Supply chain engineering
 - (c) Business process reengineering
 - (d) Concurrent engineering

Part B

(5 × 5 = 25)

Answer **all** the followings not more than 500 words each.

11. (a) List the retail activities carried out by retailers.
(CO1, K1)

Or

- (b) Enumerate the emerging challenges in the retail business.
(CO1, K1)

12. (a) Describe the drivers fueling change in retail supply chains.
(CO2, K2)

Or

- (b) Explain external and internal supply chain production and logistics risks.
(CO2, K2)

13. (a) Examine Marshall L. Fisher innovative and functional products with suitable illustration.
(CO3, K3)

Or

- (b) Examine the basis of retail market segments.
(CO3, K3)

14. (a) Analyze PDCA in a retail supply chain. (CO4, K4)

Or

- (b) Analyze the concept of RFID and its Applications.
(CO4, K4)

15. (a) Identify the opportunities in retail returns with a suitable illustration.
(CO5, K4)

Or

- (b) Analyze the concept of supply chain engineering.
(CO5, K4)

Part C

(5 × 8 = 40)

Answer **all** the questions
not more than 1000 words each.

16. (a) Describe the elements and structure of a retail business. (CO1, K1)

Or

- (b) Identify the major drivers of supply chain performance. (CO1, K1)

17. (a) Describe the concept of “Quality Function Deployment” with an example. (CO2, K2)

Or

- (b) Explain in detail the Mid – Tier and Ground Level Metrics. (CO2, K2)

18. (a) Examine the role of supply chain management (SCM) at different stages in the product life cycle with the help of suitable illustrations. (CO3, K3)

Or

- (b) Assess the retail supply chain management skills with a suitable illustration. (CO3, K3)

19. (a) Analyze the CPFR model with a suitable illustration. (CO4, K4)

Or

- (b) Compare and contrast the Traditional partnership model and the Emerging partnership model.

(CO4, K4)

20. (a) Analyze the concept of understanding supply chain costs. (CO5, K4)

Or

- (b) Classify the different type of retail returns. (CO5, K4)
-

R0418

Sub. Code

6543E8

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Logistics and Supply Chain Management

SUPPLY CHAIN RISK MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions
by choosing the correct option

1. What is a common cause of supply chain disruptions that occurs due to natural events such as earthquakes, hurricanes, and floods? (CO1, K1)
 - (a) Cyberattacks
 - (b) Demand fluctuations
 - (c) Geopolitical conflicts
 - (d) Natural disasters

2. Which of the following is an external risk category that can impact supply chains due to factors beyond the organization's control? (CO1, K1)
 - (a) Supplier quality issues
 - (b) Labor strikes
 - (c) Geopolitical risks
 - (d) Inventory management

3. How can retailers adapt to changing consumer preferences during supply chain disruptions? (CO2, K2)
- (a) maintain static inventory levels
 - (b) ignore consumer trends
 - (c) be agile in responding to changing demand patterns
 - (d) stockpile inventory to meet future demand
4. How can the automotive sector enhance supply chain resilience? (CO2, K2)
- (a) increasing single-sourcing
 - (b) reducing supplier diversification
 - (c) implementing just-in-time (jit) manufacturing
 - (d) diversifying suppliers and developing risk mitigation strategies
5. Which of the following is an example of a pandemic's impact on the supply chain? (CO3, K2)
- (a) Decreased demand for healthcare products
 - (b) Increased production efficiency
 - (c) Disruption of global logistics
 - (d) Reduced inventory levels
6. Why is sea freight security crucial in international trade? (CO3, K2)
- (a) it minimizes transportation costs
 - (b) it ensures the safe passage of cargo and vessels
 - (c) it reduces demand fluctuations
 - (d) it increases production efficiency

7. What is a significant challenge faced by the logistics industry in relation to corruption? (CO4, K4)
- (a) increasing transparency
 - (b) strong government oversight
 - (c) vulnerability to corrupt practices
 - (d) strict ethical guidelines
8. What is a common consequence of smuggling and Customs corruption in the logistics industry? (CO4, K4)
- (a) Improved border security
 - (b) Reduced trade barriers
 - (c) Increased tax revenue
 - (d) Evasion of tariffs and duties
9. What is one of the most common forms of cargo crime in the logistics industry? (CO5, K3)
- (a) Smuggling
 - (b) Money laundering
 - (c) Theft from trucks and warehouses
 - (d) Cyberattacks
10. Airport cargo theft may involve : (CO5, K3)
- (a) Tampering with cargo documentation
 - (b) Counterfeit goods production
 - (c) Vehicle hijacking
 - (d) All of the above

Part B

(5 × 5 = 25)

Answer **all** the questions
not more than 500 words each.

11. (a) What is the framework for understanding risk in supply chains, and how does it help assess the difficulty of threats? (CO1, K1)

Or

- (b) What are some common causes of supply chain disruptions, and how do they impact the difficulty of threats? (CO1, K1)

12. (a) Explain how do supply chain threats impact the automotive industry's production and distribution processes. (CO2, K2)

Or

- (b) Explain the implications of supply chain threats for global retail supply chains and sourcing strategies. (CO2, K2)

13. (a) Discuss the long-term effects of climate change on supply chain resilience and sustainability. (CO3, K2)

Or

- (b) Discuss the concept of supply shocks and their potential consequences for supply chain disruptions. (CO3, K2)

14. (a) Discover some of the key factors that make the logistics industry particularly prone to corruption. (CO4, K4)

Or

- (b) Examine how corruption relates to smuggling activities and Customs corruption in the logistics sector, and what measures can be taken to combat such issues. (CO4, K4)

Or

15. (a) Find what security measures can be implemented to combat theft from trucks and warehouses. (CO5, K3)

Or

- (b) Plan what strategies can be employed to deter and respond to piracy in maritime transport. (CO5, K3)

Part C (5 × 8 = 40)

Answer **all** the questions
not more than 1000 words each.

16. (a) What are some external risk categories that organizations should consider when assessing supply chain threats? Explain. (CO1, K1)

Or

- (b) What are the key steps involved in conducting an analysis of supply chain threats? Explain. (CO1, K1)

17. (a) Illustrate how do natural disasters and climate change affect the availability of key ingredients and agricultural products in the food supply chain. (CO2, K2)

Or

- (b) Write about the regulatory and quality control measures which are in place to ensure the safety and efficacy of pharmaceuticals in the supply chain. (CO2, K2)

18. (a) Discuss the challenges and ethical considerations surrounding food shortages in developing countries and the role of international supply chains in addressing these issues. (CO3, K2)

Or

- (b) Explain the significance of sea freight security in international trade, and discuss the measures taken by governments and organizations to safeguard sea cargo shipments. (CO3, K2)

19. (a) Analyze the ways in which organized crime is involved in transport operations within the logistics industry, and what strategies can be employed to combat this form of corruption. (CO4, K4)

Or

- (b) Examine the key forms of organized crime involvement in transport operations, particularly within the logistics industry. (CO4, K4)

20. (a) How can technology, such as GPS tracking, be used to enhance security in vehicle-based cargo transportation? (CO5, K3)

Or

- (b) What factors make cargo crime more challenging to address in emerging markets compared to established markets? (CO5, K3)
