

R2162

Sub. Code

654101

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

First Semester

Logistics and Supply Chain Management

**MANAGEMENT CONCEPTS AND ORGANIZATIONAL
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 answer.

1. Herbert A. Simon introduced the concept of bounded rationality indecision-making. Which of the following best describes this concept? (CO1, K1)
 - (a) Decision-makers aim for the optimal solution by considering all possible alternatives
 - (b) Decision-makers are limited by cognitive constraints and often settle for a satisfactory solution rather than an optimal one
 - (c) Decision-making is fully rational, with complete information available
 - (d) Decision-makers rely solely on quantitative analysis for decision-making

2. According to Peter F. Drucker, the primary role of a manager is to: (CO1, K1)
- (a) Maximize profit
 - (b) Optimize production processes
 - (c) Ensure organizational efficiency and effectiveness
 - (d) Maintain control over employees
3. Which of the following is a fundamental distinction between policies and rules in the planning process? (CO2, K3)
- (a) Policies are flexible guidelines, while rules are strict directives
 - (b) Policies dictate specific actions, while rules provide broad guidelines
 - (c) Policies apply to lower management, while rules apply to top management
 - (d) Policies are time-bound, while rules are perpetual
4. In decision-making under conditions of uncertainty, which of the following approaches involves selecting the alternative with the least potential regret? (CO2, K3)
- (a) Maximax criterion
 - (b) Minimax regret criterion
 - (c) Maximization of expected utility
 - (d) Risk aversion strategy
5. In an organizational structure, which type of departmentalization groups activities based on the type of product or service the organization produces? (CO3, K4)
- (a) Functional departmentalization
 - (b) Geographic departmentalization
 - (c) Product departmentalization
 - (d) Process departmentalization

6. Which theory of organization emphasizes the importance of human elements and social relationships within the workplace? (CO3, K4)
- (a) Classical theory
 - (b) Contingency theory
 - (c) Systems theory
 - (d) Human Relations theory
7. Which personality theory proposes that behavior is determined by the interaction of cognitive, environmental, and behavioral factors? (CO4, K3)
- (a) Trait theory
 - (b) Psychoanalytic theory
 - (c) Social cognitive theory
 - (d) Humanistic theory
8. Which of the following best describes the concept of “emotional labor”? (CO4, K3)
- (a) The mental effort required to understand complex tasks at work
 - (b) The process of managing and regulating ones emotions to fulfill organizational role expectations
 - (c) The physical effort required in manual labor jobs
 - (d) The emotional stress experienced by employees in high-pressure jobs
9. Which of the following is NOT a characteristic of an effective team? (CO5, K4)
- (a) Clear goals
 - (b) Open communication
 - (c) Homogeneous group composition
 - (d) Mutual trust among members

10. In group decision-making, the phenomenon where the desire for harmony or conformity results in an irrational or dysfunctional decision-making outcome is known as:

(CO5, K4)

- (a) Group polarization
- (b) Social loafing
- (c) Groupthink
- (d) Collective rationalization

Part B

(5 × 5 = 25)

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

11. (a) Explain the contributions of Elton Mayo to the Human Relations Movement. (CO1, K1)

Or

- (b) Discuss the relevance of management principles in non-profit organizations. (CO1, K1)

12. (a) Differentiate between goals, objectives, and policies in the planning process. (CO2, K3)

Or

- (b) Describe the key steps involved in decision-making under uncertainty. (CO2, K3)

13. (a) What is departmentalization? Discuss its various types with examples. (CO3, K4)

Or

- (b) Explain the concept of span of control and its impact on organizational structure. (CO3, K4)

14. (a) Discuss the factors that influence an individual's perception in the workplace. (CO4, K3)

Or

- (b) Explain the process of organizational behavior modification. (CO4, K3)

15. (a) What are the characteristics of informal groups in organizations? (CO5, K4)

Or

- (b) Describe the role of communication in team building within an organization. (CO5, K4)

Part C (5 × 8 = 40)

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

16. (a) Critically analyze the evolution of management thought from F.W. Taylor to Peter F. Drucker. (CO1, K1)

Or

- (b) Discuss the universality of management principles. How are these principles applied across different types of organizations? (CO1, K1)

17. (a) Explain the importance of planning premises in the strategic planning process, with examples. (CO2, K3)

Or

- (b) Compare and contrast the decision-making process under conditions of certainty and uncertainty. (CO2, K3)

18. (a) Analyze the advantages and disadvantages of centralization and decentralization in organizational structure. (CO3, K4)

Or

- (b) Discuss the principles of line and staff functions, and how conflicts between them can be managed. (CO3, K4)

19. (a) Examine the relationship between personality types and job performance, citing relevant theories. (CO4, K3)

Or

- (b) Discuss the concept of emotional intelligence and its impact on leadership effectiveness in organizations. (CO4, K3)

20. (a) Evaluate the impact of group dynamics on decision-making processes in organizations. (CO5, K4)

Or

- (b) Analyze the emergence of informal leaders in groups and their influence on group norms and performance. (CO5, K4)

R2163

Sub. Code

654102

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

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** questions by choosing the correct answer.

1. Which of the following best illustrates the concept of equi-marginalism in managerial decision-making? (CO1, K1)
 - (a) Allocating resources equally across all departments to ensure balance
 - (b) Distributing resources so that the marginal utility per dollar is equalized across all uses
 - (c) Choosing the investment with the highest rate of return
 - (d) Reducing costs by eliminating the least profitable products
2. The concept of Opportunity cost is most closely associated with which of the following economic theories? (CO1, K1)
 - (a) Classical Economics
 - (b) Keynesian Economics
 - (c) Marginalist Theory
 - (d) Behavioral Economics

3. If the price elasticity of demand for a product is -1.5 , what would be the expected impact on total revenue if the price is increased? (CO2, K3)
- (a) Total revenue would increase
 - (b) Total revenue would decrease
 - (c) Total revenue would remain unchanged
 - (d) Total revenue impact cannot be determined without additional information
4. Which of the following is a determinant of supply that would cause a rightward shift in the supply curve for a product? (CO2, K3)
- (a) An increase in the price of substitute goods
 - (b) An improvement in production technology
 - (c) A decrease in consumer income
 - (d) An increase in the cost of raw materials
5. The Cobb-Douglas production function is characterized by which of the following properties? (CO3, K2)
- (a) Constant returns to scale regardless of input proportions
 - (b) The presence of decreasing marginal returns to all inputs.
 - (c) Fixed proportion of inputs used in production
 - (d) Output increases by a constant proportion as all inputs are increased proportionally
6. Economies of scale occur when: (CO3, K2)
- (a) The cost per unit increases as production increases
 - (b) The firm is producing at the minimum efficient scale
 - (c) The cost per unit decreases as production increases
 - (d) The firm experiences constant returns to scale.

7. Which pricing strategy is most likely to be adopted by a firm operating in a monopolistically competitive market? (CO4, K5)
- (a) Penetration Pricing
 - (b) Skimming Pricing
 - (c) Price Discrimination
 - (d) Predatory Pricing
8. In the context of price discrimination, which of the following is a necessary condition for a firm to successfully implement this strategy? (CO4, K5)
- (a) The firm must have a homogeneous product
 - (b) The market must have a perfectly elastic demand
 - (c) The firm must have some degree of market power and the ability to segment the market
 - (d) The cost of production must be identical for all units
9. Which phase of the business cycle is characterized by declining economic activity, falling income and increasing unemployment? (CO5, K6)
- (a) Expansion
 - (b) Peak
 - (c) Recession
 - (d) Trough
10. Which of the following measures is most likely to control demand-pull inflation in an economy? (CO5, K6)
- (a) Increasing government spending
 - (b) Reducing interest rates
 - (c) Increasing taxes
 - (d) Expanding the money supply

Part B

(5 × 5 = 25)

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

11. (a) Explain the significance of the Time Value of Money in business decision-making. (CO1, K1)

Or

- (b) Discuss the role of opportunity cost in managerial decision-making with an example. (CO1, K1)

12. (a) Differentiate between price elasticity and income elasticity of demand. (CO2, K3)

Or

- (b) How do the determinants of supply influence the supply curve? (CO2, K3)

13. (a) Describe the concept of economies of scale and how it affects production costs. (CO3, K2)

Or

- (b) Explain the Cobb-Douglas production function and its implications for output. (CO3, K2)

14. (a) Discuss the impact of government price controls on market equilibrium. (CO4, K5)

Or

- (b) Explain the concept of price discrimination and provide an example of how it can be applied. (CO4, K5)

15. (a) Analyze the impact of inflation on managerial decision-making. (CO5, K6)

Or

- (b) Explain how the phases of the business cycle influence business strategy. (CO5, K6)

Part C

(5 × 8 = 40)

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

16. (a) Critically evaluate the relationship between Managerial Economics and Economic Theory, with examples of their application in business.
(CO1, K1)

Or

- (b) Discuss the concepts of equilibrium and equi-marginalism and their importance in resource allocation.
(CO1, K1)
17. (a) Examine the various types of elasticity of demand and their significance in determining pricing strategies.
(CO2, K3)

Or

- (b) Analyze the relationship between supply elasticity and market dynamics, citing relevant examples.
(CO2, K3)
18. (a) Discuss the cost-output relationship and its implications for business decisions, focusing on the concepts of cost control and cost reduction. (CO3, K2)

Or

- (b) Evaluate the significance of relevant costs in decision-making, with reference to different types of production functions.
(CO3, K2)

19. (a) Compare and contrast the pricing and output decisions under monopoly and perfect competition. (CO4, K5)

Or

- (b) Examine the theories of profit by Knight, Schumpeter and others and discuss their relevance in today's business environment. (CO4, K5)
20. (a) Analyze the role of national income measurements in managerial decision-making, focusing on sectoral and population distribution. (CO5, K6)

Or

- (b) Discuss the implications of balance of payment trends on managerial decisions in a globalized economy. (CO5, K6)
-

R2164

Sub. Code

654103

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

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 questions by choosing the correct option.

1. What is the main objective of management accounting?
(CO1, K1)
 - (a) To identify and analyse the result of business operations
 - (b) To study business transactions
 - (c) To check and maintain accounting records
 - (d) To remind the amount due to customers
2. A balance sheet shows the financial position of a company:
(CO1, K1)
 - (a) Over a period of time
 - (b) As on a specific date
 - (c) For the future
 - (d) None of the above

3. Preferential allotment is made to: (CO2, K2)
- (a) General Public
 - (b) Shareholders
 - (c) Specific Group of Investors
 - (d) Directors Only
4. Final accounts of a company consist of: (CO2, K2)
- (a) Profit and Loss Account
 - (b) Balance Sheet
 - (c) Cash Flow Statement
 - (d) All of the above
5. The quick ratio is also known as: (CO3, K2)
- (a) Acid-Test Ratio (b) Current Ratio
 - (c) Cash Ratio (d) Liquidity Ratio
6. What does a higher inventory turnover ratio indicate? (CO3, K2)
- (a) Poor inventory management
 - (b) Efficient inventory management
 - (c) High levels of obsolete inventory
 - (d) Declining sales
7. What is the Internal Rate of Return (IRR)? (CO4, K3)
- (a) The discount rate that makes NPV zero
 - (b) The interest rate on a bond
 - (c) The profit margin of a company
 - (d) The capital structure ratio
8. The risk-return trade-off states: (CO4, K3)
- (a) Higher risk leads to lower returns
 - (b) Lower risk results in higher returns
 - (c) Higher risk is associated with higher returns
 - (d) There is no relationship between risk and return

9. Which type of budget adjusts for varying levels of activity? (CO5, K5)
- (a) Fixed Budget
 - (b) Master Budget
 - (c) Zero-Based Budget
 - (d) Flexible Budget
10. The time gap between the acquisition of raw materials and the receipt of cash from finished goods is known as: (CO5, K5)
- (a) Operating Cycle
 - (b) Cash Cycle
 - (c) Working Capital Cycle
 - (d) Production Cycle

Part B

(5 × 5 = 25)

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

11. (a) Describe the importance of a profit and loss account. (CO1, K1)

Or

- (b) Explain the concept of human resources accounting. (CO1, K1)
12. (a) Prepare a final account for a company based on the following data. (CO2, K2)

Particulars	Amount (Rs.)
Sales	5,00,000
Purchases	3,00,000

Particulars	Amount (Rs.)
Rent	30,000
Salaries	50,000
Interest on Debentures	10,000
Closing Stock	70,000

Or

- (b) Explain the concept of preferential allotment.
(CO2, K2)

13. (a) Describe the importance of liquidity ratios in financial analysis.
(CO3, K2)

Or

- (b) Calculate the gross profit margin and net profit margin using the following data: (CO3, K2)

Particulars	Amount (Rs.)
Sales	8,00,000
Cost of Goods Sold (COGS)	5,00,000
Net Profit	1,50,000

14. (a) Explain the concept of the time value of money with an example.
(CO4, K3)

Or

- (b) (i) A person invests Rs. 2,000 annually for 5 years at an interest rate of 8% compounded annually. Calculate the future value of the investment at the end of the 5th year.
- (ii) A company expects to receive Rs. 5,000 at the end of each year for the next 3 years. If the discount rate is 10%, calculate the present value of these future cash flows. (CO4, K3)

15. (a) List and explain the forms of dividend. (CO5, K5)

Or

- (b) From the following information, calculate the market value of the equity shares of a company as per the Walter's model. (CO5, K5)

Earnings after tax – Rs. 15,00,000;

Numbers of equity shares outstanding – 3,00,000;

Dividend paid – Rs. 6,00,000.

Price-earnings ratio – 10

Rate on return on the investment – 20%.

Part C (5 × 8 = 40)

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

16. (a) Explain the components and importance of a balance sheet. (CO1, K1)

Or

- (b) A company, XYZ Ltd., provides the following balances at the end of the year: (CO1, K1)

- Cash: Rs. 15,000
- Accounts Receivable: Rs. 40,000
- Inventory: Rs. 25,000
- Equipment: Rs. 60,000
- Accounts Payable: Rs. 20,000
- Bank Loan: Rs. 10,000
- Equity Capital: Rs. 50,000
- Retained Earnings: Rs. 60,000
- Sales: Rs. 1,50,000

- Cost of Goods Sold: Rs. 80,000
- Salaries: Rs. 40,000
- Rent: Rs. 15,000
- Depreciation: Rs. 5,000

Using the above information:

- Prepare the Income Statement for XYZ Ltd. for the year.
 - Prepare the Balance Sheet for XYZ Ltd. at the end of the year.
17. (a) Discuss the legal requirements and format for preparing company accounts. (CO2, K2)

Or

- (b) The following trial balance was extracted from the books of PQR Ltd. as of March 31, 2024: (CO2, K2)

Particulars	Debit (\$)	Credit (\$)
Share capital		1,00,000
Sales		2,00,000
Purchases	1,20,000	
Inventory (1-Apr-2023)	30,000	
Administrative expenses	20,000	
Selling expenses	15,000	
Dividend	10,000	
Plant and Machinery	1,50,000	
Debtors	60,000	
Creditors		40,000
Bank loan		30,000
Cash at bank	15,000	
Retained Earnings		20,000

Additional information:

- (i) Closing inventory on March 31, 2024, is valued at \$25,000.
- (ii) Depreciation on Plant and Machinery is to be charged at 10%.

Prepare the Trading and Profit and Loss Account and the Balance Sheet for PQR Ltd. as of March 31, 2024.

18. (a) (i) Prepare a cash flow statement using the following data: (CO3, K2)

Particulars	Amount (Rs.)
Net Profit Before Tax	3,00,000
Depreciation	50,000
Increase in Creditors	30,000
Decrease in Debtors	20,000
Purchase of Machinery	1,00,000
Income Tax Paid	80,000

- (ii) Calculate the gross profit margin and net profit margin using the following data:

Particulars	Amount (Rs.)
Sales	8,00,000
Cost of Goods Sold (COGS)	5,00,000
Net Profit	1,50,000

Or

- (b) Explain the significance of profitability ratios, liquidity ratios, and turnover ratios in analyzing financial health. (CO3, K2)

19. (a) A company is considering an investment project that requires an initial investment of Rs. 80,000 and is expected to generate cash inflows of Rs. 25,000, Rs. 30,000, Rs. 35,000, and Rs. 40,000 over the next four years. The required rate of return is 12%. Calculate the Net Present Value (NPV) and Internal Rate of Return (IRR) for the project.
(CO4, K3)

Or

- (b) Explain the concept of bond valuation and describe how interest rates affect bond prices. (CO4, K3)
20. (a) SAP CO. provides the following information:
(CO5, K5)

Sales 1000 units @ Rs. 1000 pu;

Variable operating cost @ 300 p.u and

Fixed operating cost Rs. 3,00,000.

Capital Structure:

10% Debenture Rs. 10,00,000; 8% preference share capital Rs. 5,00,000; No of equity shares 10,000 (face value Rs. 100) and corporate tax rate 40% and corporate dividend tax rate 10%.

Calculate DOL, DFL DCL and EPS. If Sales increase by 10% what is the revised EPS of the company.

Or

- (b) List and explain the determinants of working capital. Also, illustrate the mechanism of estimating working capital. (CO5, K5)

R2165

Sub. Code

654104

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

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 questions by choosing the correct answer.

1. Which component of the PESTLE framework is most directly concerned with the impact of government regulation on business operations? (CO1, K1)
(a) Political (b) Economic
(c) Legal (d) Technological

2. Which of the following best describes the impact of Liberalization, Privatization and Globalization on competition in the business environment? (CO1, K1)
(a) It decreases market competition by allowing monopolies to thrive
(b) It reduces efficiency in public sector enterprises
(c) It increases competition by allowing more players in the market
(d) It encourages protectionism to safeguard domestic industries

3. In the context of government functions, which of the following is primarily a supportive function? (CO2, K2)
- (a) Regulation of market prices
 - (b) Providing infrastructure facilities
 - (c) Imposing trade restrictions
 - (d) Implementing taxation policies
4. What is the primary objective of government policy toward Small Scale Industries (SSI) in India? (CO2, K2)
- (a) To foster competition between small and large enterprises
 - (b) To promote technological innovation in small industries
 - (c) To protect small industries from foreign competition
 - (d) To provide financial and technical assistance for growth
5. Which phase of economic development is typically associated with the highest level of business opportunities? (CO3, K3)
- (a) Recession (b) Depression
 - (c) Recovery (d) Stagnation
6. In the fiscal system, what is the most direct impact of a government's budget deficit on the economy? (CO3, K3)
- (a) Decreased money supply
 - (b) Increased inflationary pressures
 - (c) Reduced public spending
 - (d) Lower interest rates

7. Which of the following best explains the concept of an “Entrepreneurial Society”? (CO4, K3)
- (a) A society where large corporations dominate the economy
 - (b) A society with a strong culture of risk-taking and innovation
 - (c) A society where government intervention in business is minimal
 - (d) A society focused on traditional and conservative business practices
8. In the context of business, which phase of technology development is most likely to offer the greatest opportunities for early adopters? (CO4, K3)
- (a) Maturity phase (b) Decline phase
 - (c) Growth phase (d) Saturation phase
9. Which law governs the protection of consumers from unfair trade practices and defective products in India? (CO5, K5)
- (a) Indian Contract Act, 1872
 - (b) Consumer Protection Act, 2019
 - (c) Competition Act, 2002
 - (d) Environmental Protection Act, 1986
10. What is the primary focus of laws concerning environmental protection in the context of business operations? (CO5, K5)
- (a) Maximizing business profits
 - (b) Minimizing production costs
 - (c) Reducing the carbon footprint of industries
 - (d) Enhancing shareholder value

Part B

(5 × 5 = 25)

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

11. (a) Explain the significance of scanning the business environment using the PESTLE framework.
(CO1, K1)

Or

- (b) Discuss how Liberalization, Privatization, and Globalization have impacted business opportunities in India.
(CO1, K1)
12. (a) Describe the role of government policy in the promotion of Small-Scale Industries (SSI) in India.
(CO2, K2)

Or

- (b) Differentiate between the catalytic and regulative functions of government in the context of economic planning.
(CO2, K2)
13. (a) Analyze the impact of GDP trends on business opportunities in emerging markets.
(CO3, K3)

Or

- (b) Explain the role of the Central Bank in maintaining monetary stability and its effect on business operations.
(CO3, K3)
14. (a) Discuss the implications of societal structure on business strategy in a multicultural environment.
(CO4, K3)

Or

- (b) How does the phase of technology development influence business opportunities and competition?
(CO4, K3)

15. (a) Examine the importance of environmental protection laws in the business expansion process.
(CO5, K5)

Or

- (b) Discuss the legal challenges businesses face when entering primary and secondary capital markets.
(CO5, K5)

Part C (5 × 8 = 40)

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

16. (a) Critically evaluate the impact of dynamic environmental factors on business strategy formulation with examples.
(CO1, K1)

Or

- (b) Analyze the opportunities and threats presented by the globalized economy to domestic businesses in India.
(CO1, K1)

17. (a) Examine the interface between government policy and public sector enterprises, focusing on industrial policies and promotion schemes.
(CO2, K2)

Or

- (b) Discuss the significance of government's supportive functions in fostering a conducive business environment.
(CO2, K2)

18. (a) Evaluate the relationship between fiscal deficits and inflation and their implications for business decision-making.
(CO3, K3)

Or

- (b) Analyze the role of Foreign Direct Investment in the economic development of a country, with reference to business growth.
(CO3, K3)

19. (a) Discuss the role of social and cultural factors in shaping business strategies in a global market. (CO4, K3)

Or

- (b) Examine the impact of technological trends in Information Technology towards business competitiveness in India. (CO4, K3)
20. (a) Critically assess the role of legal regulations in ensuring sustainable business practices in the context of environmental protection. (CO5, K5)

Or

- (b) Discuss the significance of clean technology in reducing the carbon footprint of industries and its relevance to modern business practices. (CO5, K5)
-

R2166

Sub. Code

654105

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

First Semester

Logistics and Supply Chain Management

**PRINCIPLE OF LOGISTICS AND SUPPLY CHAIN
MANAGEMENT**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions by choosing the correct answer.

1. Which of the following best describes the primary objective of logistics management in enhancing customer service? (CO1, K1)
 - (a) Reducing operational costs
 - (b) Maximizing product quality
 - (c) Improving delivery speed and reliability
 - (d) Expanding market reach
2. In the context of logistics, what is the primary benefit of integrating logistics functions into a customer value chain? (CO1, K1)
 - (a) Increased product variety
 - (b) Enhanced cost control
 - (c) Improved coordination and efficiency
 - (d) Greater flexibility in product design

3. Which of the following is a key characteristic of the supply chain dynamics that affect decision-making processes? (CO2, K3)
- (a) Predictable lead times
 - (b) Stable demand patterns
 - (c) Variability in supply and demand
 - (d) Uniform product specifications
4. What is the primary focus of the evolution of Supply Chain Management (SCM) in recent years? (CO2, K3)
- (a) Increased inventory levels
 - (b) Integration of advanced technologies and analytics
 - (c) Expansion of physical store networks
 - (d) Reduction in the number of suppliers
5. Which of the following inventory management techniques is most effective for handling unpredictable demand patterns? (CO3, K2)
- (a) Just-In-Time (JIT)
 - (b) Economic Order Quantity (EOQ)
 - (c) Safety Stock
 - (d) Vendor Managed Inventory (VMI)
6. What is a major challenge associated with warehousing as a logistical function? (CO3, K2)
- (a) Standardization of warehousing practices
 - (b) Balancing space utilization and inventory levels
 - (c) Reducing transportation costs
 - (d) Managing supplier relationships

7. Which of the following is a key difference between Third-Party Logistics (3PL) and Fourth-Party Logistics (4PL) providers? (CO4, K4)
- (a) 3PL focuses on managing logistics functions, while 4PL integrates and manages the entire supply chain
 - (b) 3PL offers value-added services, while 4PL provides basic logistics functions
 - (c) 3PL is typically more cost-effective than 4PL
 - (d) 4PL providers are usually smaller in scale compared to 3PL providers
8. Which factor is least likely to be considered when selecting a logistics service provider? (CO4, K4)
- (a) Technological capabilities
 - (b) Geographic location
 - (c) Brand reputation
 - (d) Employee satisfaction levels
9. What is the primary goal of implementing a lean supply chain? (CO5, K5)
- (a) To increase the inventory holding costs
 - (b) To eliminate waste and enhance efficiency
 - (c) To expand product lines
 - (d) To lengthen lead times
10. Which of the following best describes a virtual supply chain? (CO5, K5)
- (a) A supply chain that relies on physical warehouses and distribution centers
 - (b) A supply chain that integrates real-time digital tools and platforms for coordination
 - (c) A supply chain that operates solely on manual processes
 - (d) A supply chain that focuses only on local suppliers and markets

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept of the customer value chain in logistics and its significance for business excellence.
(CO1, K1)

Or

- (b) Discuss the scope of logistics as a system concept and its role in enhancing global trade. (CO1, K1)
12. (a) Define Supply Chain Management (SCM) and explain its importance in modern business practices. (CO2, K3)

Or

- (b) Describe the decision phases in a supply chain and their impact on the overall efficiency of the supply chain. (CO2, K3)
13. (a) Discuss the role of warehousing in logistics and the challenges associated with it. (CO3, K2)

Or

- (b) Explain the significance of inventory management in logistics and how it influences the supply chain. (CO3, K2)
14. (a) Outline the benefits of logistics outsourcing and the role of Third-Party Logistics (3PL) providers. (CO4, K4)

Or

- (b) Discuss the critical issues that companies must consider when outsourcing logistics services. (CO4, K4)

15. (a) Explain the concept of a lean supply chain and its advantages for businesses. (CO5, K5)

Or

- (b) Discuss the importance of green supply chains and how they contribute to sustainable business practices. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Critically evaluate the role of logistics in achieving business excellence and its impact on global competitiveness. (CO1, K1)

Or

- (b) Analyze the logistics functions within an organization and discuss how value-added logistical services enhance customer satisfaction. (CO1, K1)

17. (a) Examine the evolution of Supply Chain Management and discuss the focus areas that are crucial for its success in modern businesses. (CO2, K3)

Or

- (b) Discuss the supply chain process view and its significance in achieving a streamlined and efficient supply chain. (CO2, K3)

18. (a) Evaluate the importance of transportation management within the logistics mix and its impact on the overall supply chain efficiency. (CO3, K2)

Or

- (b) Discuss the role of logistics information systems in improving the accuracy and speed of logistical operations. (CO3, K2)

19. (a) Analyze the catalysts for the increasing trend of logistics outsourcing and discuss the value proposition of outsourcing logistics functions. (CO4, K4)

Or

- (b) Discuss the selection criteria for a logistics service provider and the importance of a well-structured logistics service contract. (CO4, K4)
20. (a) Critically assess the role of benchmarking in supply chain management and how it contributes to creating a world-class supply chain. (CO5, K5)

Or

- (b) Examine the challenges and benefits of adopting an agile supply chain in a rapidly changing business environment. (CO5, K5)
-

R2167

Sub. Code

654106

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

First Semester

Logistic and Supply Chain Management

OPERATIONS RESEARCH

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. What is the primary objective of Operations Research?
(CO1, K1)
 - (a) Maximizing production
 - (b) Optimizing decision-making
 - (c) Minimizing costs
 - (d) Improving teamwork

2. Which of the following is a key characteristic of Operations Research?
(CO1, K1)
 - (a) Intuitive decision-making
 - (b) Scientific approach
 - (c) Random problem-solving
 - (d) Trial and error method

3. The graphical method of solving linear programming problems can be applied when the number of variables is:
(CO2, K2)
- (a) 1 (b) 2
(c) 3 (d) Any number
4. In a linear programming problem, the feasible region is:
(CO2, K2)
- (a) The set of all possible solutions
(b) The set of all infeasible solutions
(c) The set of non-negative solutions
(d) The set of optimal solutions
5. Which method is used to find the initial feasible solution in a transportation problem?
(CO3, K2)
- (a) Simplex method
(b) MODI method
(c) Northwest Corner Method
(d) Hungarian Method
6. The Hungarian method is used to solve: (CO3, K2)
- (a) Transportation problems
(b) Assignment problems
(c) Queuing problems
(d) Inventory management problems
7. The sum of probabilities of all possible outcomes of an event is: (CO4, K4)
- (a) Less than 1 (b) More than 1
(c) Equal to 1 (d) Equal to 0

8. Which probability distribution is continuous? (CO4, K4)
- (a) Binomial distribution
 - (b) Poisson distribution
 - (c) Normal distribution
 - (d) Geometric distribution
9. In queuing theory, the term “service rate” refers to: (CO5, K3)
- (a) Rate at which customers arrive
 - (b) Rate at which customers are served
 - (c) Rate at which customers leave the system
 - (d) Rate at which customers form a queue
10. The Monte Carlo method is used to: (CO5, K3)
- (a) Solve linear equations
 - (b) Simulate random events
 - (c) Optimize transportation problems
 - (d) Find the shortest path

Part B (5 × 5 = 25)

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

11. (a) Define Operations Research and explain its objectives and scope. (CO1, K1)

Or

- (b) What are the advantages and limitations of Operations Research in decision-making? (CO1, K1)

12. (a) Define linear programming and explain its assumptions. (CO2, K2)

Or

- (b) Graphically solve the following problem of LP.

Maximize $3x_1 + 2x_2$

Subject to :

$$2x_1 - 3x_2 \geq 0$$

$$3x_1 + 4x_2 \leq -12$$

$$x_1, x_2 \geq 0$$

(CO2, K2)

13. (a) Discuss the Hungarian Method for solving assignment problems. (CO3, K2)

Or

- (b) Four companies viz. W, X, Y and Z supply the requirements of three warehouses viz. A, B and C respectively. The companies' availability, warehouses requirements and the unit cost of transportation are given in the following table. Find an initial basic feasible solution using North West Corner Method. (CO3, K2)

	Warehouse			
Company	A	B	C	Supply
W	10	8	9	15
X	5	2	3	20
Y	6	7	4	30
Z	7	6	9	35
Requirement	25	26	49	100

14. (a) (i) Find the constant c such that the function
(CO4, K4)

$$f(x) = \begin{cases} cx^2 & 0 < x < 3 \\ 0 & \text{otherwise} \end{cases}$$

is a density function, and

- (ii) Compute $P(1 < X < 2)$.

Or

- (b) What are the key characteristics of the Poisson distribution?
(CO4, K4)

15. (a) Explain the Monte Carlo method and its applications in Operations Research. (CO5, K3)

Or

- (b) At one-man barber shop, customers arrive according to poisson dist with mean arrival rate of 5 per hour and the hair cutting time was exponentially distributed with an average hair cut taking 10 minutes. It is assumed that because of his excellent reputation, customers were always willing to wait. Calculate the following:

- (i) Average number of customers in the shop and the average numbers waiting for a haircut.
(ii) The percentage of time arrival can walk in straight without having to wait.
(iii) The percentage of customers who have to wait before getting into the barber's chair.

(CO5, K3)

Part C

(5 × 8 = 40)

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

16. (a) Explain how Operations Research can be applied in production planning and control with examples. (CO1, K1)

Or

- (b) What are the different types of models used in Operations Research? Illustrate with real-world applications. (CO1, K1)
17. (a) Solve the following linear programming problem using two phase and M method. (CO2, K2)

$$\text{Maximize } 12x_1 + 15x_2 + 9x_3$$

Subject to:

$$8x_1 + 16x_2 + 12x_3 \leq 250$$

$$4x_1 + 8x_2 + 10x_3 \geq 80$$

$$7x_1 + 9x_2 + 8x_3 = 105$$

$$x_1, x_2, x_3 \geq 0$$

Or

- (b) Solve the following linear programming problem using simplex method. (CO2, K2)

$$\text{Maximize } x_1 + x_2$$

Subject to :

$$-2x_1 + x_2 \leq 1$$

$$x_1 \leq 2$$

$$x_1 + x_2 \leq 3$$

$$x_1, x_2, x_3 \geq 0$$

18. (a) Discuss the concept of degeneracy in transportation problems and how it is resolved. (CO3, K2)

Or

- (b) An organization has three plants at X, Y, Z which supply to warehouses located at A, B, C, D, and E respectively. The capacity of the plants is 800, 500 and 900 per month and the requirement of the warehouses is 400, 400, 500, 400 and 800 units respectively. The following table shows the unit transportation cost. (CO3, K2)

	A	B	C	D	E
X	Rs. 5	Rs. 8	Rs. 6	Rs. 6	Rs. 3
Y	Rs. 4	Rs. 7	Rs. 7	Rs. 6	Rs. 6
Z	Rs. 8	Rs. 4	Rs. 6	Rs. 6	Rs. 3

Determine an optimum distribution for the organization in order to minimize the total cost of transportation

19. (a) Explain the different types of probability distributions and their applications in Operations Research. (CO4, K4)

Or

- (b) The number of misprints on a page of the Daily Mercury has a Poisson distribution with mean 1.2. Find the probability that the number of errors
- (CO4, K4)
- (i) on page four is 2;
 - (ii) on page three is less than 3;
 - (iii) on the first ten pages totals 5;
 - (iv) on all forty pages adds up to at least 3.

20. (a) Discuss decision tree analysis and explain how it helps in making optimal decisions. (CO5, K3)

Or

- (b) The arrival rate of customers at a banking counter follows a Poisson distribution with a mean of 30 per hours. The service rate of the counter clerk also follows Poisson distribution with mean of 45 per hour. (CO5, K3)
- (i) What is the probability of having zero customers in the system?
 - (ii) What is the probability of having 8 customers in the system?
 - (iii) What is the probability of having 12 customers in the system?
 - (iv) Find L_s , L_q , W_s and W_q .
-

R2168

Sub. Code

654301

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

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 questions by choosing the correct answer.

1. Which of the following technologies provides a framework for integrating various IT systems and applications across an organization? (CO1, K1)
 - (a) Geographic Information System
 - (b) Enterprise Resource Planning
 - (c) Radio Frequency Identification
 - (d) Intelligent Transportation Systems

2. In the context of future IT trends in global commerce, which technology is most likely to enhance decision-making by simulating real-world processes? (CO1, K1)
 - (a) Geographic Information System
 - (b) Artificial Intelligence
 - (c) Radio Frequency Identification
 - (d) 3D Printing

3. What differentiates Industry 4.0 from Industry 3.0 in terms of technology integration in supply chain management? (CO2, K2)
- (a) Industry 3.0 focuses on automation and IT, while Industry 4.0 introduces smart technologies and IoT
 - (b) Industry 4.0 relies solely on traditional manufacturing processes
 - (c) Industry 3.0 emphasizes manual operations and minimal technology
 - (d) Industry 4.0 is limited to software advancements
4. Which data management approach emphasizes the use of large datasets for advanced analytics and predictive modeling? (CO2, K2)
- (a) Traditional file processing
 - (b) Data Warehouses
 - (c) Big Data
 - (d) Database Management Systems
5. What is the primary benefit of using blockchain technology in the sourcing process? (CO3, K4)
- (a) It reduces the need for e-procurement systems
 - (b) It enhances transparency and traceability in transactions
 - (c) It eliminates the need for supplier collaboration portals
 - (d) It simplifies the use of digital twins

6. Which of the following best describes the role of Robotic Process Automation (RPA) in procurement? (CO3, K4)
- (a) Replacing human decision-making entirely
 - (b) Automating repetitive and rule-based tasks to increase efficiency
 - (c) Eliminating the need for supplier collaboration
 - (d) Reducing the use of big data analytics
7. Which technology is most associated with enhancing the efficiency of the delivery process through automation and real-time tracking? (CO4, K4)
- (a) Smart driverless transportation systems
 - (b) Virtual Reality
 - (c) Additive Manufacturing
 - (d) Augmented Reality
8. What is the main advantage of using 3D printing (Additive Manufacturing) in the 'MAKE' process? (CO4, K4)
- (a) It reduces the need for manual labor
 - (b) It allows for the rapid prototyping and production of complex parts with minimal waste
 - (c) It simplifies traditional manufacturing techniques
 - (d) It eliminates the need for robotics in production
9. Which system development methodology emphasizes iterative development and frequent feedback from end-users? (CO5, K5)
- (a) Waterfall model
 - (b) Prototyping
 - (c) Agile
 - (d) RAD

10. What is a major challenge associated with implementing blockchain technology in supply chain management?
(CO5, K5)
- (a) Lack of scalability and high cost of implementation
 - (b) Increased transparency and traceability
 - (c) Enhanced data security and reduced fraud
 - (d) Simplified supplier collaboration

Part B (5 × 5 = 25)

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

11. (a) Discuss the impact of Geographic Information Systems (GIS) on logistics and supply chain management.
(CO1, K1)

Or

- (b) Explain how Artificial Intelligence is transforming global commerce and supply chain management.
(CO1, K1)

12. (a) Compare the database management approach with traditional file processing.
(CO2, K2)

Or

- (b) Describe the key features of Industry 4.0 and its impact on supply chain operations.
(CO2, K2)

13. (a) Analyze the role of big data analytics in the planning process of supply chain management.
(CO3, K4)

Or

- (b) Evaluate the impact of blockchain technology on procurement and supplier collaboration. (CO3, K4)

14. (a) Discuss how 3D printing (Additive Manufacturing) can revolutionize the 'MAKE' process in supply chain management. (CO4, K4)

Or

- (b) Explain the benefits and challenges associated with using drones in the delivery process. (CO4, K4)
15. (a) Assess the qualitative improvements brought about by digital technologies in supply chain management. (CO5, K5)

Or

- (b) Identify and explain potential obstacles to implementing digital supply chain management technologies. (CO5, K5)

Part C (5 × 8 = 40)

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

16. (a) Assess the role of Radio Frequency Identification (RFID) in improving inventory management and operational efficiency in supply chains. (CO1, K1)

Or

- (b) How does the integration of Intelligent Transportation Systems (ITS) enhance logistics and transportation management? (CO1, K1)
17. (a) Explain how the adoption of Industry 4.0 technologies, such as Cyber-Physical Systems, revolutionizes supply chain operations. (CO2, K2)

Or

- (b) Discuss the role of open-source software and its impact on cost-efficiency and innovation in supply chain management. (CO2, K2)

18. (a) How can Big Data analytics be utilized to optimize supply chain planning and forecasting processes?
(CO3, K4)

Or

- (b) Evaluate the impact of Robotic Process Automation and Artificial Intelligence on procurement and supplier management. (CO3, K4)
19. (a) Analyze how Virtual Reality and Augmented Reality (AR) can be applied to improve manufacturing and assembly processes. (CO4, K4)

Or

- (b) Discuss the implications of integrating Smart Forklifts and Automated Pallet Movers in warehouse operations. (CO4, K4)
20. (a) Evaluate the quantitative benefits of implementing digital technologies in supply chain management, such as cost reduction and efficiency gains.
(CO5, K5)

Or

- (b) Discuss the main development and security challenges associated with digital supply chain technologies and their implications for businesses.
(CO5, K5)
-

R2169

Sub. Code

654302

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

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 by choosing the correct option.

1. Which of the following best describes the primary function of the International Monetary Fund (IMF) in the context of international trade? (CO1, K1)
 - (a) Providing long-term loans for infrastructure projects
 - (b) Stabilizing exchange rates and offering financial assistance to countries
 - (c) Regulating international trade agreements
 - (d) Enforcing global environmental regulations
2. What is a significant challenge associated with sourcing from new global suppliers? (CO1, K1)
 - (a) Managing increased domestic demand
 - (b) Ensuring consistent quality standards and protecting intellectual property
 - (c) Reducing operational costs
 - (d) Expanding domestic market share

3. How does the concept of 'Cultural Sensitivity' impact international marketing strategies? (CO2, K2)
- (a) It focuses on minimizing production costs by using local materials
 - (b) It involves adapting marketing messages to align with local customs and beliefs
 - (c) It aims at standardizing products across all markets
 - (d) It emphasizes the importance of regulatory compliance in home markets
4. What is the primary role of international dispute resolution mechanisms in international marketing? (CO2, K2)
- (a) To enforce tariffs and trade barriers
 - (b) To resolve conflicts and legal disputes between international business entities
 - (c) To standardize product specifications across markets
 - (d) To promote domestic trade policies
5. Which factor is crucial when assessing market potential in global markets? (CO3, K4)
- (a) The political stability of the home country
 - (b) The cultural compatibility and market readiness of the target region
 - (c) The level of domestic competition
 - (d) The availability of raw materials

6. What is the primary benefit of global market segmentation? (CO3, K4)
- (a) It helps in setting uniform pricing across all markets
 - (b) It allows firms to identify and target specific market niches with tailored strategies
 - (c) It standardizes marketing strategies across diverse regions
 - (d) It focuses on increasing the volume of exports
7. What distinguishes export selling from export marketing? (CO4, K4)
- (a) Export selling focuses on immediate sales, while export marketing includes long-term strategic planning
 - (b) Export selling involves direct transactions, while export marketing covers logistics and compliance
 - (c) Export selling is concerned with market research, while export marketing is focused on product development
 - (d) Export selling involves pricing strategies, while export marketing deals with branding
8. Which policy-related factor can significantly impact a company's export activities? (CO4, K4)
- (a) Domestic labor laws
 - (b) National trade policies and tariff systems
 - (c) Local marketing practices
 - (d) Product packaging regulations

9. What is a major challenge in making global brand decisions? (CO5, K5)
- (a) Aligning brand messaging with local regulations
 - (b) Ensuring consistent brand identity across diverse markets
 - (c) Developing locally specific marketing campaigns
 - (d) Managing supply chain disruptions
10. When setting pricing decisions for global markets, which factor is most critical? (CO5, K5)
- (a) Local production costs
 - (b) Currency exchange rates
 - (c) Competitor pricing in domestic markets
 - (d) Company profit margins

Part B

(5 × 5 = 25)

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

11. (a) Discuss the key factors driving global trade and their impact on international marketing strategies. (CO1, K1)

Or

- (b) Explain the role of transnational institutions like the IMF and the World Bank in shaping international trade policies. (CO1, K1)

12. (a) Analyze how different cultural aspects, such as language and religion, influence international marketing strategies. (CO2, K2)

Or

- (b) Describe the importance of understanding international legal and regulatory environments in global marketing. (CO2, K2)
13. (a) What are the key considerations when segmenting international markets for a global brand? (CO3, K4)

Or

- (b) Evaluate the factors that influence the choice of target markets in international marketing. (CO3, K4)
14. (a) Compare the roles of export selling and export marketing in international business. (CO4, K4)

Or

- (b) Discuss the key national policies that affect export and import activities for multinational companies. (CO4, K4)
15. (a) Explain the challenges associated with global brand management and maintaining a consistent brand identity across different markets. (CO5, K5)

Or

- (b) Discuss the factors that influence pricing decisions in international markets. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Evaluate the impact of globalization on international marketing strategies, including opportunities and challenges faced by businesses. (CO1, K1)

Or

- (b) Discuss how emerging technologies, such as AI and blockchain, are shaping the future of global commerce and international marketing. (CO1, K1)
17. (a) Analyze the impact of political and legal environments on international marketing strategies, with examples of how businesses navigate these challenges. (CO2, K2)

Or

- (b) Examine how sociological factors, including cultural values and societal norms, affect global marketing campaigns. (CO2, K2)
18. (a) Critically assess the process of global market segmentation and its impact on developing effective marketing strategies. (CO3, K4)

Or

- (b) Discuss the strategic importance of positioning in global markets and how companies can achieve successful market positioning. (CO3, K4)

19. (a) Evaluate the challenges and benefits of sourcing products from international suppliers and how companies can manage these effectively. (CO4, K4)

Or

- (b) Analyze the differences between organizational export activities and national export policies, and their implications for international trade. (CO4, K4)
20. (a) Discuss the complexities involved in global pricing strategies and how companies can adapt their pricing approaches to different international markets. (CO5, K5)

Or

- (b) Evaluate the role of distribution channels in global marketing and how companies can optimize their distribution strategies across diverse markets. (CO5, K5)
-

R2170

Sub. Code

6543E3

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

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 questions by choosing the correct option.

1. What is the primary role of Enterprise Resource Planning (ERP) in the context of materials management? (CO1, K2)
 - (a) To focus solely on production planning
 - (b) To integrate all aspects of the supply chain and streamline operations
 - (c) To handle only financial transactions
 - (d) To manage customer relationships exclusively
2. Which aspect is not typically covered by Sales and Operations Planning (S&OP) in materials management? (CO1, K2)
 - (a) Production scheduling
 - (b) Financial budgeting
 - (c) Forecasting demand
 - (d) Inventory management

3. In Materials Requirement Planning (MRP), what is the purpose of the Bills of Materials (BOM)? (CO2, K4)
- (a) To determine the sales targets
 - (b) To list all materials and components required for production
 - (c) To forecast future market trends
 - (d) To track inventory costs
4. What does Capacity Requirement Planning (CRP) primarily focus on? (CO2, K4)
- (a) Estimating future sales
 - (b) Identifying the required production capacity to meet the master production schedule
 - (c) Setting up supplier contracts
 - (d) Managing the financial aspects of production
5. Which inventory control method involves categorizing inventory items into three groups based on their importance and value? (CO3, K2)
- (a) Economic Order Quantity (EOQ)
 - (b) Periodic Review System
 - (c) ABC Inventory Control
 - (d) Just-in-Time (JIT)
6. What is the primary objective of the Economic Order Quantity (EOQ) model? (CO3, K2)
- (a) To minimize the cost of ordering and holding inventory
 - (b) To maximize the quantity of inventory ordered
 - (c) To forecast future sales accurately
 - (d) To improve supplier relationships

7. In process design, which factor is crucial for selecting the appropriate processing equipment? (CO4, K4)
- (a) Market trends
 - (b) Cost of labor
 - (c) Compatibility with product specifications and production requirements
 - (d) Supplier's reputation
8. What is a key goal of Continuous Process Improvement (CPI)? (CO4, K4)
- (a) To eliminate all inventory costs
 - (b) To increase the number of products manufactured
 - (c) To enhance process efficiency and reduce waste
 - (d) To minimize production time without considering quality
9. Which philosophy focuses on minimizing waste and improving productivity through every step of the production process? (CO5, K5)
- (a) Total Quality Management (TQM)
 - (b) Lean Production
 - (c) ISO 9000:2000
 - (d) Benchmarking
10. What is the primary focus of Total Quality Management (TQM) in materials management? (CO5, K5)
- (a) Reducing inventory levels
 - (b) Ensuring every employee contributes to quality improvement
 - (c) Maximizing production speed
 - (d) Increasing financial investments

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of Sales and Operations Planning (S&OP) in aligning production with demand in materials management. (CO1, K2)

Or

- (b) Describe how Enterprise Resource Planning (ERP) systems integrate with manufacturing planning and control systems. (CO1, K2)
12. (a) Discuss the relationship between the Aggregate Planning and the Master Production Schedule in Materials Requirement Planning (MRP). (CO2, K4)

Or

- (b) Explain the process of developing a Bills of Materials (BOM) and its importance in Materials Requirement Planning. (CO2, K4)
13. (a) Outline the major inventory management models and their applications in trade logistics. (CO3, K2)

Or

- (b) Describe the functions of inventory in a supply chain and how inventory costs impact financial statements. (CO3, K2)
14. (a) Discuss the factors influencing process design and their impact on selecting the appropriate processing equipment. (CO4, K4)

Or

- (b) Explain the principles of Product development and how they relate to process design in materials management. (CO4, K4)

15. (a) Describe the Just-in-Time (JIT) philosophy and its impact on Manufacturing Planning and Control.
(CO5, K5)

Or

- (b) Explain the role of Total Quality Management (TQM) in improving process capability and control.
(CO5, K5)

Part C (5 × 8 = 40)

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

16. (a) Evaluate the importance of integrating sales and operations planning with enterprise resource planning in optimizing materials management.
(CO1, K2)

Or

- (b) Analyze the impact of operating environment changes on supply chain management and how businesses can adapt their materials management strategies accordingly.
(CO1, K2)

17. (a) Discuss the detailed steps involved in the Materials Requirement Planning (MRP) process and their significance in ensuring effective manufacturing operations.
(CO2, K4)

Or

- (b) Compare the Manufacturing Requirement Planning (MRP) with Capacity Requirement Planning (CRP) in terms of their objectives and impact on production planning.
(CO2, K4)

18. (a) Analyze the relationship between inventory management and the flow of materials in a supply chain. Discuss how inventory management strategies affect supply and demand patterns. (CO3, K2)

Or

- (b) Examine the role of ABC Inventory Control and Economic Order Quantity (EOQ) in managing inventory costs. Discuss how these methods can be applied to different types of inventory. (CO3, K2)
19. (a) Discuss the process of Continuous Process Improvement (CPI) and its implications for product development and process design. Provide examples of CPI techniques used in industry. (CO4, K4)

Or

- (b) Analyze the factors influencing process design and how these factors affect the selection of processing equipment and systems in manufacturing. (CO4, K4)
20. (a) Evaluate the impact of Just-in-Time (JIT) philosophy on inventory management and production scheduling. Discuss how JIT can be implemented to enhance efficiency in a manufacturing environment. (CO5, K5)

Or

- (b) Discuss the principles of Total Quality Management (TQM) and their application in achieving quality improvements across production processes. (CO5, K5)

R2171

Sub. Code

6543E4

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

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 questions by choosing the correct answer.

1. Which of the following container types is specifically designed to transport liquid cargoes? (CO1, K2)
 - (a) Flat Rack Container
 - (b) Tank Container
 - (c) Open Top Container
 - (d) High Cube Container

2. What major factor led to the standardization of container sizes and types? (CO1, K2)
 - (a) Increase in global trade tariffs
 - (b) Development of regional trade agreements
 - (c) Need for efficient cargo handling and intermodal transport
 - (d) Introduction of new cargo types

3. Which of the following is a characteristic of dangerous cargo that necessitates special handling and documentation? (CO2, K1)
- (a) Requires standard palletizing
 - (b) Is not subject to specific international regulations
 - (c) Must be marked with hazard symbols and accompanied by safety data sheets
 - (d) Can be transported with any type of container without additional precautions
4. What is the primary purpose of packaging in international trade logistics? (CO2, K1)
- (a) To reduce shipping costs
 - (b) To enhance the product's market value
 - (c) To protect the cargo during transit and handling
 - (d) To comply with local regulations
5. What is a significant advantage of using multimodal transport systems in logistics? (CO3, K2)
- (a) Increased handling time
 - (b) Higher risk of cargo damage
 - (c) Optimization of transportation routes and cost efficiency
 - (d) Reduced flexibility in cargo scheduling
6. Which of the following is a primary component of a multimodal transport system? (CO3, K2)
- (a) Single-mode transport
 - (b) Freight forwarders only
 - (c) Integration of multiple transportation modes
 - (d) Domestic transport only

7. What does 'FCL' stand for in the context of containerized shipping? (CO4, K4)
- (a) Freight Consolidation Load
 - (b) Full Container Load
 - (c) Freight Container Level
 - (d) Fixed Container Load
8. Which type of specialized vessel is primarily used for transporting large quantities of bulk cargo? (CO4, K4)
- (a) Ro-Ro Ship (b) Container Ship
 - (c) Tanker Ship (d) Bulk Carrier
9. Which international convention specifically governs the carriage of goods by land, rail, and air? (CO5, K5)
- (a) The Hague-Visby Rules
 - (b) The Hamburg Rules
 - (c) The CMR Convention
 - (d) The Rotterdam Rules
10. What does the 'CSC' stand for in relation to container safety? (CO5, K5)
- (a) Container Safety Certification
 - (b) Container Shipping Council
 - (c) International Convention for Safe Containers
 - (d) Container Standard Code

Part B

(5 × 5 = 25)

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

11. (a) Describe the key features and benefits of containerization in modern shipping. (CO1, K2)

Or

- (b) Explain the role and function of container terminals in the global container trade. (CO1, K2)
12. (a) Outline the types of cargo packing used in containerized shipping and their significance. (CO2, K1)

Or

- (b) Discuss the main considerations for handling dangerous cargo in container shipping. (CO2, K1)
13. (a) Identify and explain three factors that have contributed to the development of multimodal transport systems. (CO3, K2)

Or

- (b) Describe the basic features and benefits of multimodal transportation systems in India. (CO3, K2)
14. (a) Explain the differences between LCL (Less than Container Load) and FCL (Full Container Load) in multimodal transport. (CO4, K4)

Or

- (b) Discuss the role and function of a freight forwarder in multimodal transport operations. (CO4, K4)

15. (a) Outline the key aspects of the Hague and Hague/Visby Rules and their relevance to multimodal transport. (CO5, K5)

Or

- (b) Describe the purpose and importance of the International Convention for Safe Containers 1972 (CSC). (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Analyze the impact of containerization on global trade and logistics. Discuss how containerization has transformed international shipping practices. (CO1, K2)

Or

- (b) Discuss the role of international conventions, such as the International Convention for Safe Containers, in ensuring the safety and standardization of containerized cargo. (CO1, K2)

17. (a) Evaluate the challenges associated with the stowage and packing of temperature-controlled cargo. (CO2, K1)

Or

- (b) Compare any two types of cargo handling equipment used in container shipping. Discuss their advantages and limitations. (CO2, K1)

18. (a) Analyze the rationale behind the development of multimodal transport systems and how they improve efficiency in logistics. (CO3, K2)

Or

- (b) Discuss the strategic advantages multimodal transportation for businesses and the role of organizations like CONCOR in facilitating multimodal operations in India. (CO3, K2)
19. (a) Evaluate the impact of different transportation modes (road, rail, air) on multimodal operations. Discuss how each mode contributes to the efficiency of the overall logistics system. (CO4, K4)

Or

- (b) Explain the concept of intermodalism and its importance in multimodal transport operations. Discuss how intermodal systems integrate various transportation modes to optimize logistics. (CO4, K4)
20. (a) Discuss the significance of the Hamburg Rules in the context of multimodal transport. Compare them with the Hague and Hague Rules in terms of cargo liability. (CO5, K5)

Or

- (b) Analyze the role of international conventions in regulating the carriage of dangerous cargo and perishable goods. Discuss how these conventions ensure safety and compliance in global shipping. (CO5, K5)

R2172

Sub. Code

6543E5

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

Third Semester

Logistics and Supply Chain Management

SUPPLY CHAIN PLANNING AND CO-ORDINATING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions by choosing the correct answer.

1. Which forecasting method is best suited for capturing trends and seasonal effects in demand forecasting?
(CO1, K2)
 - (a) Simple Moving Average
 - (b) Exponential Smoothing
 - (c) Holt-Winters Method
 - (d) Naive Forecasting
2. In the context of demand forecasting, which measure is used to assess the accuracy of a forecast? (CO1, K2)
 - (a) Mean Absolute Deviation (MAD)
 - (b) Forecast Bias
 - (c) Coefficient of Variation
 - (d) Mean Squared Error (MSE)

3. What is a primary objective of aggregate planning in a supply chain? (CO2, K2)
- (a) To minimize production costs
 - (b) To balance supply and demand over a specific period
 - (c) To forecast long-term demand
 - (d) To optimize inventory levels
4. Which technique is commonly used in aggregate planning to determine the optimal production schedule while considering constraints? (CO2, K2)
- (a) Simulation Modeling
 - (b) Linear Programming
 - (c) Heuristic Methods
 - (d) Monte Carlo Analysis
5. How can a company manage predictable variability in demand effectively? (CO3, K3)
- (a) By increasing inventory levels excessively
 - (b) By implementing just-in-time inventory systems
 - (c) By using advanced forecasting techniques and adjusting capacity accordingly
 - (d) By reducing production flexibility
6. What is the primary goal of Sales and Operations Planning (S&OP) in practice? (CO3, K3)
- (a) To enhance customer relationship management
 - (b) To align supply and demand plans across the organization
 - (c) To develop new product lines
 - (d) To manage supply chain disruptions

7. What is the Bullwhip Effect in supply chain management? (CO4, K4)
- (a) The phenomenon where small fluctuations in demand at the consumer level lead to larger fluctuations at the supplier level
 - (b) The impact of global economic conditions on supply chain performance
 - (c) The effect of seasonality on inventory levels
 - (d) The tendency for suppliers to increase prices during high demand periods
8. Which strategy helps mitigate the Bullwhip Effect by improving coordination between supply chain partners? (CO4, K4)
- (a) Inventory Buffering
 - (b) Vendor-Managed Inventory (VMI)
 - (c) Multiple Sourcing
 - (d) Just-in-Case Inventory
9. What is the primary function of safety inventory in a supply chain? (CO5, K5)
- (a) To ensure the product's quality
 - (b) To cover for uncertainties in supply and demand
 - (c) To reduce the lead time for production
 - (d) To meet seasonal demand fluctuations
10. Which factor is least likely to affect the level of safety inventory required? (CO5, K5)
- (a) Supplier lead times
 - (b) Demand variability
 - (c) Product lifecycle stage
 - (d) Transportation costs

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of IT in improving the accuracy of demand forecasting (CO1, K2)

Or

- (b) Describe the components of a forecast and how they contribute to effective demand forecasting. (CO1, K2)

12. (a) Discuss the role of aggregate planning in balancing supply and demand within a supply chain. (CO2, K2)

Or

- (b) Outline the steps involved in using linear programming for aggregate planning and its benefits. (CO2, K2)

13. (a) Describe methods for managing predictable variability in the supply chain. (CO3, K3)

Or

- (b) Explain the implementation process of Sales and Operations Planning (S&OP) and its significance. (CO3, K3)

14. (a) Analyze the impact of the Bullwhip Effect on supply chain performance and suggest strategies to mitigate it. (CO4, K4)

Or

- (b) Discuss the managerial levers that can be used to achieve better coordination in a supply chain. (CO4, K4)

15. (a) Explain the factors that influence the appropriate level of safety inventory in a supply chain. (CO5, K5)

Or

- (b) Describe the role of safety inventory in mitigating risks associated with supply chain uncertainties
(CO5, K5)

Part C (5 × 8 = 40)

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

16. (a) Assess the advantages and limitations of using moving average and exponential smoothing methods for time-series forecasting in demand planning. (CO1, K2)

Or

- (b) Analyze the impact of forecast error measures on decision-making in supply chain management
(CO1, K2)

17. (a) Evaluate various aggregate planning strategies and their effectiveness in different types of supply chains. (CO2, K2)

Or

- (b) Discuss how IT can enhance the aggregate planning process and provide examples of technological tools used. (CO2, K2)

18. (a) Examine the challenges and solutions in managing supply and demand in a dynamic supply chain environment. (CO3, K3)

Or

- (b) Analyze the role of Sales and Operations Planning (S&OP) in aligning strategic goals with operational capabilities. (CO3, K3)
19. (a) Discuss the effect of lack of coordination in a supply chain and the potential consequences on overall performance (CO4, K4)

Or

- (b) Evaluate the effectiveness of Continuous Replenishment and Vendor-Managed Inventory systems in improving supply chain coordination. (CO4, K4)
20. (a) Analyze how different replenishment policies impact the level of safety inventory and overall supply chain performance. (CO5, K5)

Or

- (b) Discuss the role of IT in optimizing safety inventory management and mitigating supply chain risks. (CO5, K5)
-

R2173

Sub. Code

6543E6

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

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 questions by choosing the correct answer.

1. What is the primary focus of managing the supply pipeline for global trade flows. (CO1, K1)
(a) Local logistics (b) National logistics
(c) Global logistics (d) Regional logistics
2. In the context of international trade, what does INCOTERMS primarily address? (CO1, K1)
(a) Environmental standards
(b) Import regulations
(c) Terms of delivery
(d) Labor laws
3. Which strategy involves Multinational Firms penetrating global markets? (CO2, K2)
(a) Domestic market strategy
(b) Regional market strategy
(c) Global market penetration strategy
(d) Local market strategy

4. What does “INCOTERMS” stand for in international trade? (CO2, K2)
- (a) International Commercial Terms
 - (b) Internal Control Measures
 - (c) International Contract Management
 - (d) Import Control and Export Terms
5. What does Asset Management in the Supply Chain primarily focus on? (CO3, K5)
- (a) Financial assets (b) Human resources
 - (c) Physical assets (d) Intellectual property
6. What is one of the factors contributing to the development of logistics in the global supply chain? (CO3, K5)
- (a) Political instability
 - (b) Economic downturn
 - (c) Technological advancements
 - (d) Cultural homogeneity
7. UCP 600 is associated with which aspect of international trade? (CO4, K4)
- (a) Currency exchange rates
 - (b) Documentary credits
 - (c) Trade finance regulations
 - (d) Import and export documentation
8. What is the primary focus of Business to Business (B2B) in the context of global logistics? (CO4, K4)
- (a) Individual consumers
 - (b) Government agencies
 - (c) Business organizations
 - (d) Non-profit organizations

9. What does ISO stand for in the context of Supply Chain Management? (CO5, K5)
- (a) International Shipping Organization
 - (b) International Standardization Organization
 - (c) Import and Export Standards Organization
 - (d) Internal Supply Chain Operations
10. What is the main purpose of a Contract of Affreightment in international logistics? (CO5, K5)
- (a) Customs clearance
 - (b) Terms of delivery
 - (c) Transportation of goods
 - (d) Import and export documentation

Part B (5 × 5 = 25)

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

11. (a) Explain the significance of international transport in the context of global supply chain management. (CO1, K1)

Or

- (b) Compare and contrast the key aspects of national and international logistics. (CO1, K1)
12. (a) Evaluate the impact of the free trade movement on global market penetration strategies adopted by Multinational Firms. (CO2, K2)

Or

- (b) Discuss the role of strategic alliances among multinational firms in the context of global outsourcing trends. (CO2, K2)

13. (a) Explain the factors influence decision-making processes and strategies in the international logistics environment. (CO3, K5)

Or

- (b) Explain the challenges associated with managing inventory in the global supply chain. (CO3, K5)
14. (a) Discuss the importance of INCOTERMS and international payments in ensuring a fair and transparent contractual agreement between parties involved in global trade. (CO4, K4)

Or

- (b) Assess the significance of Trade Finance and UCP 600 in the context of export sales contracts. (CO4, K4)
15. (a) Describe two potential challenges that could arise due to multi-modalism in international logistics. (CO5, K5)

Or

- (b) Discuss the role of ISO standards in Supply Chain Management. (CO5, K5)

Part C (5 × 8 = 40)

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

16. (a) Discuss the challenges and benefits of managing the supply pipeline for global trade flows. Evaluate how the role of a Global Logistics Operator differs from that of a local or national logistics operator. (CO1, K1)

Or

- (b) Examine the impact of International Trade Law and Employment Law on globalization and the international trade environment. How do these legal frameworks influence the operations of a global supply chain? (CO1, K1)

17. (a) Critically analyze the strategic alliances formed among multinational firms in the context of global outsourcing trends. Discuss the factors that contribute to the success or failure of such alliances, and assess their implications on global supply chain management. (CO2, K2)

Or

- (b) Explore the role of Foreign Trade Zones and Free Trade Zones in international trade. Discuss how these zones facilitate global supply chain activities and impact the movement of goods across borders. (CO2, K2)
18. (a) Analyze the impact of customs regulations and procedures on global supply chain management. (CO3, K5)

Or

- (b) Assess the challenges associated with managing inventory in the global supply chain. Propose effective strategies for inventory management in an international context, considering factors like cultural diversity, customs regulations, and demand fluctuations. (CO3, K5)
19. (a) Evaluate the components of an export sales contract, focusing on the market environment and market entry strategy. Discuss how these components contribute to the success of global logistics and international trade. (CO4, K4)

Or

- (b) Analyze the role of Documentary Credits and Allied Documents in export sales contracts. Discuss how these financial instruments mitigate risks and ensure trust among parties involved in international transactions. (CO4, K4)

20. (a) Describe the key criteria for selecting a third-party logistics operator (3PL) for your global supply chain needs. (CO5, K5)

Or

- (b) Discuss the trade-offs involved in choosing different international transport modes and explain factors to consider during this decision-making process. (CO5, K5)
-

R2174

Sub. Code

6543E7

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

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 questions by choosing the correct option.

1. What does retail supply chain management primarily involve? (CO1, K1)
 - (a) Production efficiency
 - (b) Distribution logistics
 - (c) Customer interactions
 - (d) Financial accounting

2. In retail, understanding customer segments is essential for: (CO1, K1)
 - (a) Reducing supply chain costs
 - (b) Enhancing product quality
 - (c) Improving marketing strategies
 - (d) Streamlining internal operations

3. Globalization is a key driver of change in the retail supply chain. What does globalization primarily involve? (CO2, K2)
- (a) Localized business operations
 - (b) Expanding operations internationally
 - (c) Focusing on regional markets
 - (d) Reducing global partnerships
4. What is a common metric used to measure the performance of the retail supply chain? (CO2, K2)
- (a) Return on investment (ROI)
 - (b) Customer satisfaction score (CSAT)
 - (c) Inventory turnover ratio
 - (d) Employee retention rate
5. How does understanding the product lifecycle impact retail strategy? (CO3, K3)
- (a) Influencing pricing decisions
 - (b) Reducing supply chain complexity
 - (c) Enhancing employee training
 - (d) Improving customer service
6. What is a crucial skill required for effective retail supply chain management? (CO3, K3)
- (a) Technical expertise in IT systems
 - (b) Financial accounting proficiency
 - (c) Strategic leadership
 - (d) Customer service orientation

7. Which improvement approach involves a continuous cycle of planning, doing, checking, and acting? (CO4, K4)
- (a) PDCA (b) DMAIC
- (c) CPFR (d) JIT
8. Barcoding and RFID are examples of tools used for: (CO4, K4)
- (a) Enhancing customer experience
- (b) Employee training
- (c) Product tracking in the supply chain
- (d) Financial analysis
9. What is a common challenge associated with managing retail returns? (CO5, K4)
- (a) Reducing operational efficiency
- (b) Identifying opportunities for cost reduction
- (c) Minimizing financial losses
- (d) Increasing customer satisfaction
10. What does GS1 stand for in the context of the worldwide supply chain standards system? (CO5, K4)
- (a) Global Standards 1
- (b) General System 1
- (c) Global Synchronization 1
- (d) General Standards 1

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of retail businesses within the supply chain, emphasizing how understanding customer segments contributes to the success of retail operations. (CO1, K1)

Or

- (b) Evaluate the role of Corporate Social Responsibility (CSR) in the retail industry and its impact on supply chain practices. (CO1, K1)
12. (a) Analyze the impact of globalization on the retail supply chain environment. Discuss the drivers of retail supply chain change and how retailers can adapt to a globalized market. (CO2, K2)

Or

- (b) Explain the nature of demand in retail and how Quality Function Deployment (QFD) is applied to enhance retail supply chain performance. (CO2, K2)
13. (a) Discuss the skills required for successful retail supply chain management excellence and how these skills contribute to strategic decision-making. (CO3, K3)

Or

- (b) Explore how the product lifecycle influences retail strategy and supply chain management decisions. (CO3, K3)

14. (a) Explain the improvement approaches PDCA, DMAIC, and CPFR in the context of retail supply chain process improvement. (CO4, K4)

Or

- (b) Evaluate the tools and techniques such as barcoding and RFID used for product tracking in retail supply chains. Provide examples of successful implementations. (CO4, K4)
15. (a) Analyze the root causes of costs in the retail supply chain. Discuss how retailers can identify and manage these costs effectively. (CO5, K4)

Or

- (b) Explain the principles of supply chain engineering in the retail context. Evaluate the significance of the GS1 System in providing global standards for the worldwide supply chain. Provide examples to support your discussion. (CO5, K4)

Part C (5 × 8 = 40)

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

16. (a) Define the term “retail supply chain management” and explain its key components. (CO1, K1)

Or

- (b) Discuss the role of retail within the broader supply chain, highlighting its impact on different customer segments. (CO1, K1)
17. (a) Identify and analyse two key drivers of change in the retail supply chain and their potential consequences. (CO2, K2)

Or

- (b) Explore the application of Quality Function Deployment (QFD) in retail supply chains. Discuss how retailers use metrics to measure and improve the efficiency and effectiveness of their supply chains. (CO2, K2)

- 18. (a) How does the product lifecycle influence retail strategy? (CO3, K3)

Or

- (b) Discuss the importance of understanding retail market segmentation and its impact on supply chain management decisions. (CO3, K3)

- 19. (a) Briefly explain three process improvement approaches used in retail supply chain management (PDCA, DMAIC, CPFR) and their functionalities. (CO4, K4)

Or

- (b) Explain the concept of a demand-driven supply chain and discuss its relevance in managing retail operations. (CO4, K4)

- 20. (a) Analyze the various costs associated with the retail supply chain and outline strategies to optimize them. (CO5, K4)

Or

- (b) Discuss the root causes of retail returns and identify effective strategies for managing returns and minimizing their impact. (CO5, K4)

R2175

Sub. Code

6543E8

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

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 questions by choosing the correct answer.

1. What is the primary focus of a framework for understanding supply chain risk? (CO1, K1)
 - (a) Internal risk factors
 - (b) External risk categories
 - (c) Financial risk assessment
 - (d) Short-term disruptions
2. How does severity of threat contribute to supply chain risk management? (CO1, K1)
 - (a) It determines the duration of disruptions
 - (b) It helps categorize internal risks
 - (c) It assists in understanding the potential impact
 - (d) It is unrelated to risk assessment

3. In which industry sector would resilience strategies likely focus on rapid adaptability to technological changes?
(CO2, K5)
- (a) Automotive
 - (b) High Tech
 - (c) Consumer Goods/Retail
 - (d) Food
4. What is a key benefit of industry sector resilience in supply chain management?
(CO2, K5)
- (a) Elimination of all risks
 - (b) Minimization of supply chain threats
 - (c) Complete independence from external factors
 - (d) Increased vulnerability to disruptions
5. Which of the following is a societal risk to the supply chain?
(CO3, K4)
- (a) Currency fluctuations
 - (b) Demand shocks
 - (c) Fair labor practices
 - (d) Sea freight security
6. How does climate change impact supply chains according to the syllabus?
(CO3, K4)
- (a) It has no effect on supply chains
 - (b) It increases demand shocks
 - (c) It disrupts transportation routes
 - (d) It enhances industrial unrest

7. What is the main focus of anti-bribery and anti-corruption legislation in the logistics industry? (CO4, K4)
- (a) Eliminating competition
 - (b) Facilitating smuggling
 - (c) Promoting ethical business conduct
 - (d) Encouraging unofficial tolls
8. How does the syllabus describe the logistics industry's susceptibility to corruption? (CO4, K4)
- (a) Resistant to corruption
 - (b) Prone to corruption
 - (c) Completely immune to corruption
 - (d) Unaffected by unethical practices
9. What is a potential threat associated with cyber threats to supply chains? (CO5, K4)
- (a) Increased transparency
 - (b) Enhanced security measures
 - (c) Intellectual property theft
 - (d) Improved communication
10. What does the syllabus consider as a form of piracy in the context of supply chain management? (CO5, K4)
- (a) Theft from trucks
 - (b) Counterfeiting products
 - (c) Ethical business practices
 - (d) Secure transportation routes

Part B

(5 × 5 = 25)

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

11. (a) Discuss how understanding the severity of threats contributes to effective risk mitigation. (CO1, K1)

Or

- (b) Discuss the key elements of a framework for understanding risk in the context of supply chain management. (CO1, K1)

12. (a) Examine the industry sector resilience strategies in the automotive sector. (CO2, K5)

Or

- (b) Discuss the impact of resilience on mitigating supply chain threats in the consumer goods/retail sector, emphasizing specific strategies employed in this industry. (CO2, K5)

13. (a) Assess the significance of sustainability in supply chain risk management, focusing on the impact of natural disasters, climate change, and pandemics on global supply chains. (CO3, K4)

Or

- (b) Examine the societal risks to the supply chain, including fair labor practices, conflict-free materials, and environmental practices of supply chain partners. (CO3, K4)

14. (a) Explore the challenges and consequences of corruption in the logistics industry. (CO4, K4)

Or

- (b) Evaluate the impact of corruption on humanitarian aid logistics. (CO4, K4)

15. (a) Analyze various forms of cargo crime, including theft from trucks, warehouses, and airports. (CO5, K4)

Or

- (b) Examine the challenges posed by cyber threats to supply chains. (CO5, K4)

Part C (5 × 8 = 40)

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

16. (a) Evaluate the severity of threats in the supply chain, considering their potential impact, and discuss how an understanding of external risk categories contributes to effective risk management. (CO1, K1)

Or

- (b) Explain the difference between the severity of a threat and the cause of a disruption in the supply chain, providing examples of each. (CO1, K1)

17. (a) Compare and contrast resilience strategies employed in different industry sectors, such as automotive and consumer goods/retail. (CO2, K5)

Or

- (b) Analyze the impact of a resilient supply chain on mitigating threats, using a specific example. (CO2, K5)

18. (a) Assess the potential impact of a specific natural disaster on a chosen supply chain. (CO3, K4)

Or

- (b) Discuss how societal risks, such as labor unrest or human rights violations, can affect supply chain sustainability. (CO3, K4)

19. (a) Analyze the factors that make the logistics industry susceptible to corruption. (CO4, K4)

Or

- (b) Explain the purpose of anti-bribery and anti-corruption legislation in the context of supply chain risk management. (CO4, K4)
20. (a) Describe different forms of cargo theft occurring in the supply chain, and discuss potential mitigation strategies. (CO5, K4)

Or

- (b) Analyze the impact of piracy on the global supply chain and suggest measures to counteract it. (CO5, K4)