

R3722

Sub. Code

654301

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

Third Semester

Logistics 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 type questions by choosing the correct option.

1. Which technology is most effective for tracking both inventory levels and item location in real time within a warehouse? (CO1, K1)
 - (a) Barcoding
 - (b) RFID
 - (c) ERP
 - (d) Blockchain

2. The most critical aspect of IT project management in digital supply chain initiatives is : (CO1, K1)
 - (a) Adhering to legacy processes
 - (b) Ignoring risk assessment
 - (c) Minimizing stakeholder involvement
 - (d) Aligning technology with business objectives

3. Which database type is most appropriate for handling large volumes of unstructured supply chain data?
(CO2, K2)
- (a) Relational database
 - (b) NoSQL database
 - (c) Hierarchical database
 - (d) Flat file system
4. The main goal of a digital SCOM framework is to :
(CO2, K2)
- (a) Integrate and optimize end-to-end supply chain activities
 - (b) Maintain departmental silos
 - (c) Increase manual intervention
 - (d) Limit cross-functional collaboration
5. Digital twins in supply chain planning primarily enable :
(CO3, K4)
- (a) Static inventory management
 - (b) Delayed order processing
 - (c) Real-time simulation and scenario analysis
 - (d) Redundant data entry
6. Big data analytics in the PLAN process enables :
(CO3, K4)
- (a) Intuitive decision-making
 - (b) Data-driven demand forecasting and inventory optimization
 - (c) Greater uncertainty in planning
 - (d) Reduced data visibility

7. 3D printing in the supply chain is most valuable for : (CO4, K4)
- (a) Mass production of standardized products
 - (b) Reducing product flexibility
 - (c) Increasing inventory holding costs
 - (d) Rapid prototyping and customized manufacturing
8. Additive manufacturing in supply chains allows for : (CO4, K4)
- (a) On-demand production and reduced lead times
 - (b) Limited product customization
 - (c) Increased waste generation
 - (d) Higher transportation costs
9. Quantitative assessment in digital SCOM typically involves : (CO5, K5)
- (a) Tracking cost reductions and process improvements
 - (b) Measuring employee satisfaction
 - (c) Counting number of paper records
 - (d) Assessing only subjective feedback
10. Cryptography is applied in SCM systems to : (CO5, K5)
- (a) Limit data availability
 - (b) Increase unauthorized access
 - (c) Reduce system reliability
 - (d) Secure sensitive data during transmission and storage

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of ERP in digital supply chain management. (CO1, K1)

Or

- (b) Discuss future trends of IT in global commerce. (CO1, K1)

12. (a) Discuss the evolution from Industry 3.0 to Industry 4.0 in supply chains. (CO2, K2)

Or

- (b) Explain the role of big data analytics in supply chain decision-making. (CO2, K2)

13. (a) Explain the concept of digital twins in supply chain planning. (CO3, K4)

Or

- (b) Analyze the role of supplier collaboration portals in sourcing. (CO3, K4)

14. (a) Explain the impact of 3D printing on supply chain agility. (CO4, K4)

Or

- (b) Explain the integration of smart forklifts in warehouse management. (CO4, K4)

15. (a) Analyze the obstacles and limitations of digital SCOM implementation. (CO5, K5)

Or

- (b) Assess privacy and cybersecurity challenges in digital supply chains. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Explain the evolution of e-commerce and its influence on digital supply chains. (CO1, K1)

Or

- (b) Analyze the benefits and challenges of Radio Frequency Identification implementation. (CO1, K1)

17. (a) Explain the concept of SCOM excellence in the digital era. (CO2, K2)

Or

- (b) Assess the challenges of implementing open-source solutions in SCM. (CO2, K2)

18. (a) Write a note on e-procurement in supply chain management. (CO3, K4)

Or

- (b) Evaluate the effectiveness of blockchain and RPA in sourcing processes. (CO3, K4)

19. (a) What is Virtual Reality and Augmented Reality? Examine the integration of VR and AR in modern manufacturing. (CO4, K4)

Or

- (b) Evaluate the effectiveness of drones and smart transportation in last-mile delivery. (CO4, K4)
20. (a) Discuss quantitative assessment methods for digital supply chains. (CO5, K5)

Or

- (b) Explain the systems development life cycle in SCM projects. (CO5, K5)
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R3723

Sub. Code

654302

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

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 type questions by choosing the correct option.

1. What is the primary objective of international marketing?
(CO1, K1)
 - (a) Selling products locally
 - (b) Understanding and responding to global market trends
 - (c) Limiting business expansion to domestic markets
 - (d) Avoiding international competition

2. Which international institution provides financial support for economic development?
(CO1, K1)
 - (a) WTO
 - (b) World Bank
 - (c) UNESCO
 - (d) UNDP

3. Which factor is NOT included in PESTLE analysis?
(CO2, K2)
 - (a) Political
 - (b) Environmental
 - (c) Technological
 - (d) Organizational

4. How does religion influence international marketing?
(CO2, K2)
- (a) It has no effect on marketing strategies
 - (b) It impacts dietary preferences and advertising content
 - (c) It only affects political relations
 - (d) It determines global trade agreements
5. What is market segmentation in international marketing?
(CO3, K4)
- (a) Selling identical products in every market
 - (b) Dividing a market into distinct groups of consumers with similar needs
 - (c) Ignoring cultural differences
 - (d) Avoiding competitive analysis
6. Which factor is NOT considered when assessing market potential?
(CO3, K4)
- (a) Consumer behavior
 - (b) Government taxation policies
 - (c) Geographic size
 - (d) Employee payroll
7. What is the difference between export selling and export marketing?
(CO4, K4)
- (a) Export selling focuses only on logistics, while export marketing includes strategy
 - (b) Export selling includes promotional activities
 - (c) Export marketing does not consider consumer preferences
 - (d) There is no difference

8. What is the primary objective of trade financing?
(CO4, K4)
- (a) To limit global trade
 - (b) To ensure smooth transactions in international markets
 - (c) To avoid banking regulations
 - (d) To reduce consumer spending
9. Which element is NOT part of the global marketing mix?
(CO5, K5)
- (a) Product decisions
 - (b) Pricing strategies
 - (c) Employee training
 - (d) Distribution channels
10. What is a key challenge of global retailing? (CO5, K5)
- (a) Currency exchange risks
 - (b) Lower consumer demand
 - (c) Reduced advertising impact
 - (d) Limited government regulations

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of international trade frameworks in global marketing. (CO1, K1)

Or

- (b) How do transnational institutions impact international trade? (CO1, K1)

12. (a) What is the significance of cultural factors in international marketing? (CO2, K2)

Or

- (b) Discuss the importance of legal and regulatory environments in global markets. (CO2, K2)

13. (a) What are the key components of global market segmentation? (CO3, K4)

Or

- (b) How does target market selection influence international marketing strategy? (CO3, K4)

14. (a) Explain the importance of trade financing in international trade. (CO4, K4)

Or

- (b) What are the major tariff systems used in global trade? (CO4, K4)

15. (a) Discuss key factors affecting global branding decisions. (CO5, K5)

Or

- (b) What are the major challenges faced in global advertising? (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Explain the major environmental drivers influencing international marketing. (CO1, K1)

Or

- (b) Discuss the role of the IMF and World Bank in global trade and investment. (CO1, K1)

17. (a) How do social and cultural factors influence consumer behavior in international markets? (CO2, K2)

Or

- (b) Analyze the importance of PESTLE analysis in global marketing strategy. (CO2, K2)

18. (a) Discuss the role of segmentation, targeting, and positioning in international marketing. (CO3, K4)

Or

- (b) How do global companies assess market potential and entry strategies? (CO3, K4)

19. (a) Explain the differences between importing, exporting, and sourcing in global trade. (CO4, K4)

Or

- (b) Discuss the challenges of tariff systems and national policies governing exports and imports. (CO4, K4)

20. (a) How does the global marketing mix influence consumer preferences across countries? (CO5, K5)

Or

- (b) Analyze the impact of digital marketing and e-commerce on international marketing strategies.
(CO5, K5)
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R3724

Sub. Code

6543E1

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

Third Semester

Logistics and Supply Chain Management

Elective : PURCHASING AND STRATEGIC SOURCING

(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. What is the primary goal of purchasing in supply chain management? (CO1, K2)
 - (a) Minimizing workforce
 - (b) Maximizing customer complaints
 - (c) Reducing costs and ensuring supply
 - (d) Increasing taxation

2. Which of the following is a perspective of purchasing? (CO1, K2)
 - (a) Financial reporting
 - (b) Human resource planning
 - (c) Supplier relationship
 - (d) Marketing campaigns

3. Which is NOT part of the procurement process? (CO2, K1)
- (a) Contract negotiation
 - (b) Product design
 - (c) Purchase order preparation
 - (d) Approval
4. The “procure to pay” process ends with: (CO2, K1)
- (a) Identifying requirements
 - (b) Payment to suppliers
 - (c) Budget approval
 - (d) Product development
5. EDI stands for: (CO3, K2)
- (a) Electronic Data Integration
 - (b) Electronic Document Interaction
 - (c) Electronic Data Interchange
 - (d) Electronic Distribution Interface
6. Which of the following is a traditional purchasing procedure? (CO3, K2)
- (a) E-auction
 - (b) Online catalogues
 - (c) Paper-based order processing
 - (d) E-marketplaces

7. What is category strategy development? (CO4, K4)
- (a) An HR policy
 - (b) A sourcing technique
 - (c) A legal framework
 - (d) A supplier performance metric
8. Strategic sourcing involves: (CO4, K4)
- (a) One-time procurement
 - (b) Spot purchasing
 - (c) Integrating strategy with supply
 - (d) Ignoring market research
9. What is a key supplier evaluation criterion? (CO5, K4)
- (a) Supplier color theme
 - (b) Employee dress code
 - (c) On-time delivery
 - (d) Advertising budget
10. In supplier selection, “preferred suppliers” are: (CO5, K4)
- (a) Random vendors
 - (b) Least cost suppliers only
 - (c) Evaluated and reliable sources
 - (d) One-time contacts

Part B

(5 × 5 = 25)

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

11. (a) Explain the evolution of purchasing and supply chain management. (CO1, K2)

Or

- (b) Discuss the four enablers of purchasing and supply chain management. (CO1, K2)

12. (a) Define purchasing objectives. (CO2, K1)

Or

- (b) Describe the types of purchases in logistics management. (CO2, K1)

13. (a) Highlight the role of e-commerce in purchasing. (CO3, K2)

Or

- (b) What are the legal aspects involved in purchasing policy? (CO3, K2)

14. (a) Discuss the process of building a sourcing team. (CO4, K4)

Or

- (b) Explain the stages in evolving sourcing strategies. (CO4, K4)

15. (a) What are the tools used in supplier evaluation and selection? (CO5, K4)

Or

- (b) Explain the key criteria for evaluating suppliers in logistics. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Discuss in detail the perspectives and definitions of purchasing in supply chain. (CO1, K2)

Or

- (b) Describe how purchasing contributes to achieving supply chain benefits. (CO1, K2)

17. (a) Explain the strategic roles and responsibilities in supply management. (CO2, K1)

Or

- (b) Detail the procure-to-pay process in logistics purchasing. (CO2, K1)

18. (a) Analyze various e-platforms used in purchasing procedures. (CO3, K2)

Or

- (b) Discuss the importance of purchasing manuals and supplier manuals. (CO3, K2)

19. (a) Evaluate the strategic sourcing framework with examples. (CO4, K4)

Or

- (b) Write a detailed note on supplier relationship management. (CO4, K4)

20. (a) Critically examine the supplier selection process in logistics management. (CO5, K4)

Or

- (b) Describe the steps in identifying and selecting preferred suppliers. (CO5, K4)
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R3725

Sub. Code

6543E2

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

Third Semester

Logistics and Supply Chain Management

Elective — INTERNATIONAL TRADE LOGISTICS

(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. Which of the following is a key element in international trade logistics? (CO1, K2)
 - (a) Tariff design
 - (b) Sub-system integration
 - (c) Advertisement models
 - (d) Business ethics

2. Trade logistics primarily deals with : (CO1, K2)
 - (a) Domestic transport only
 - (b) Inventory placement only
 - (c) Movement of goods across borders
 - (d) Retail operations

3. Which of the following factors influences transportation decisions in trade logistics? (CO2, K1)
- (a) Employee satisfaction
 - (b) Choice of transport mode
 - (c) Product design
 - (d) Software upgrades
4. A challenge in international transportation is : (CO2, K1)
- (a) Employee attendance
 - (b) Frequent board meetings
 - (c) Information processing
 - (d) Trade exhibitions
5. What does FTWZ stand for? (CO3, K2)
- (a) Foreign Trade Warehousing Zone
 - (b) Fast Transport Worker Zone
 - (c) Federal Trade Working Zone
 - (d) Free Trade Worker Zone
6. Contemporary developments in inventory management include : (CO3, K2)
- (a) Manual tracking
 - (b) Digital warehousing
 - (c) Handwritten labels
 - (d) Analog systems
7. Dry ports facilitate : (CO4, K4)
- (a) Production planning
 - (b) Inland customs clearance
 - (c) Direct sea exports
 - (d) Internal auditing

8. One of the major challenges of dry ports in India is :
(CO4, K4)
- (a) Heavy rainfall
 - (b) Inadequate infrastructure
 - (c) High literacy rate
 - (d) Political neutrality
9. Which of the following INCOTERM places responsibility mostly on the buyer?
(CO5, K4)
- (a) CIF
 - (b) EXW
 - (c) DDP
 - (d) CPT
10. INCOTERMS are used to :
(CO5, K4)
- (a) Fix currency rates
 - (b) Define delivery responsibilities
 - (c) Evaluate advertising metrics
 - (d) Design retail systems

Part B

(5 × 5 = 25)

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

11. (a) Explain the sub-system elements in trade logistics.
(CO1, K2)

Or

- (b) Discuss the importance of international trade logistics.
(CO1, K2)

12. (a) What are the various modes of transport used in international trade? (CO2, K1)

Or

(b) Explain the need of packaging and labelling in international logistics. (CO2, K1)

13. (a) Discuss the types of inventories in international trade logistics. (CO3, K2)

Or

(b) Write a short note on inventory warehousing procedures for import/export. (CO3, K2)

14. (a) What are the key functions of dry ports? (CO4, K4)

Or

(b) Explain the export and import clearance process at dry ports. (CO4, K4)

15. (a) Describe the types of INCOTERMS used in international logistics. (CO5, K4)

Or

(b) What are the factors influencing the choice of INCOTERMS? (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Explain the evolution of international trade logistics. (CO1, K2)

Or

- (b) Discuss the development of international trade logistics. (CO1, K2)

17. (a) Describe the challenges in international transportation logistics. (CO2, K1)

Or

- (b) Analyze the importance of transport carrier types in international logistics. (CO2, K1)

18. (a) Explain models of inventory management in trade logistics. (CO3, K2)

Or

- (b) Describe the contemporary developments in inventory systems. (CO3, K2)

19. (a) Discuss the significance of ICDS/CFSS in dry port operations. (CO4, K4)

Or

- (b) What are the current challenges faced by dry ports in India? (CO4, K4)

20. (a) Evaluate the use of INCOTERMS in international freight payment terms. (CO5, K4)

Or

- (b) Analyze the importance of choosing appropriate INCOTERMS for global trade. (CO5, K4)
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R3726

Sub. Code

6543E3

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

Third Semester

Logistics and Supply Chain Management

Elective : MATERIAL 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. In a Manufacturing Planning and Control system, what is the role of Capacity Planning? (CO1, K2)
 - (a) To calculate the financial cost of raw materials
 - (b) To ensure that enough machine and labor resources are available to meet production requirements
 - (c) To determine customer demand forecasts
 - (d) To manage inventory levels in warehouses

2. What is the primary purpose of a production plan? (CO1, K2)
 - (a) To ensure efficient inventory management
 - (b) To schedule labor shifts
 - (c) To coordinate and optimize the production process
 - (d) To monitor sales performance

3. Which of the following information is typically included in a Bill of Materials (BOM)? (CO2, K4)
- (a) Supplier details and prices
 - (b) Raw materials, components, and sub-assemblies required for production
 - (c) Employee shifts for production
 - (d) Finished product sales forecast
4. What is the role of the “Capacity Planning” function in the MRP process? (CO2, K4)
- (a) To determine the number of machines needed for production
 - (b) To adjust material requirements based on machine and labor availability
 - (c) To forecast future demand based on market trends
 - (d) To track actual material consumption versus planned requirements
5. What is a “seasonal demand pattern”? (CO3, K2)
- (a) Demand that fluctuates based on changes in economic conditions
 - (b) Demand that is consistent throughout the year
 - (c) Demand that peaks during certain times of the year, such as holidays or weather-related events
 - (d) Demand that decreases consistently over time
6. Which of the following is a benefit of classifying inventory using the ABC method? (CO3, K2)
- (a) It reduces the need for inventory forecasting
 - (b) It allows businesses to focus more resources on managing high-value items
 - (c) It eliminates the need for inventory audits
 - (d) It provides a way to prioritize production schedules based on item volume

7. When designing a process for a product that requires both high customization and flexibility, which strategy would best support this need? (CO4, K4)
- (a) Mass production with standardized operations
 - (b) Batch production with flexible workstations
 - (c) Continuous production with limited customization
 - (d) Just-in-time production with highly automated processes
8. A manufacturer has identified several inefficiencies in its production process that are causing delays. After implementing Lean principles, the production time has decreased, but there is still variability in the process. Which continuous improvement tool would be most appropriate to address this issue? (CO4, K4)
- (a) Fishbone diagram (Ishikawa diagram)
 - (b) Histogram
 - (c) Pareto chart
 - (d) Value stream mapping
9. What is the purpose of a Quality Circle in TQM? (CO5, K5)
- (a) To cut costs
 - (b) To engage employees in problem-solving and improvement
 - (c) To monitor stock levels and improve stock
 - (d) To make executive decisions and implementation

10. A company has recently implemented ISO 9000:2000 standards and is evaluating its quality management system (QMS). Which of the following actions would be most appropriate to ensure continual improvement within the QMS? (CO5, K5)
- (a) Documenting only non-conformities and ignoring minor issues
 - (b) Increasing the number of employees to handle the QMS
 - (c) Focusing only on product defects and ignoring service-related issues
 - (d) Regularly reviewing processes, analyzing data, and making adjustments based on customer feedback

Part B

(5 × 5 = 25)

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

11. (a) What are the primary benefits of implementing an ERP system in an organization? (CO1, K2)

Or

- (b) How does Sales and Operations Planning (S&OP) help in improving materials procurement processes? (CO1, K2)

12. (a) Explain the concept of Master Production Scheduling (MPS) and discuss how it contributes to effective production planning and inventory control in an organization. (CO2, K4)

Or

- (b) What is a Bill of Materials (BOM) and how does it contribute to efficient materials planning and production? (CO2, K4)

13. (a) What are the key assumptions made when using the Economic Order Quantity (EOQ) model? (CO3, K2)

Or

(b) What are the key benefits of implementing aggregate inventory management in an organization? (CO3, K2)

14. (a) Discuss the key factors that influence process design in manufacturing and service operations. How do these factors contribute to the overall efficiency and effectiveness of a process? (CO4, K4)

Or

(b) How do methodologies like Six Sigma, Lean, Kaizen, and TQM contribute to enhancing efficiency and reducing costs? (CO4, K4)

15. (a) Critically analyze the role of Just-In-Time (JIT) philosophy in modern manufacturing. How does JIT contribute to improving operational efficiency and reducing costs? (CO5, K5)

Or

(b) How do Lean Production and Total Quality Management (TQM) complement each other in improving quality and efficiency? (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) What are the main steps involved in creating a production plan? (CO1, K2)

Or

(b) How does the Master Production Schedule (MPS) fit into the overall Manufacturing Planning and Control System? (CO1, K2)

17. (a) Discuss the potential challenges organizations may face when implementing MRP in a complex manufacturing environment. How can these challenges be mitigated to ensure successful MRP adoption? (CO2, K4)

Or

(b) Evaluate the challenges associated with capacity planning in a dynamic manufacturing environment. How can Capacity Requirement Planning (CRP) help mitigate these challenges? (CO2, K4)

18. (a) What is item inventory management, and why is it important for businesses? (CO3, K2)

Or

(b) Why is it important to balance ordering costs and holding costs in inventory management? (CO3, K2)

19. (a) What are the main reasons that drive a company to develop new products? (CO4, K4)

Or

(b) Critically analyze the factors that influence the selection of a production process. How do cost, flexibility, and quality impact the decision-making process? (CO4, K4)

20. (a) Examine the challenges faced by organizations in implementing process control systems across multiple production lines. How can standardization of control procedures help streamline operations while maintaining product quality? (CO5, K5)

Or

(b) Critically evaluate the impact of benchmarking on organizational performance. How can companies effectively implement benchmarking practices to identify areas of improvement and achieve competitive advantage? (CO5, K5)

R3727

Sub. Code

6543E4

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

Third Semester

Logistics and Supply Chain Management

**Elective – CONTAINERIZATION AND MULTIMODAL
TRANSPORTATION**

(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. Which is a major advantage of containerization?(CO1, K2)
 - (a) Slower loading
 - (b) Lower cargo safety
 - (c) Reduced handling cost
 - (d) Higher pilferage
2. The International Convention for Safe Containers was established in which year? (CO1, K2)
 - (a) 1968
 - (b) 1972
 - (c) 1980
 - (d) 1995
3. Which cargo is classified as dangerous cargo? (CO2, K1)
 - (a) Books
 - (b) Fruits
 - (c) Chemicals
 - (d) Clothes
4. Which of the following is a type of cargo packing?
(CO2, K1)
 - (a) Floating packing
 - (b) Loose packing
 - (c) Vacuum packing
 - (d) None of the above

5. Which of the following is a benefit of multimodal transport? (CO3, K2)
- (a) Delays in transit
 - (b) Complex documentation
 - (c) Integrated movement of goods
 - (d) Limited mode options
6. CONCOR stands for: (CO3, K2)
- (a) Container Corporation of India
 - (b) Council of Container Research
 - (c) Container Construction Organization
 - (d) Corporation of Container Railways
7. LCL means: (CO4, K4)
- (a) Large Container Load
 - (b) Less than Container Load
 - (c) Limited Cargo Logistics
 - (d) Long Container Logistics
8. A specialized vessel used for transporting cars is known as: (CO4, K4)
- (a) Tramp
 - (b) Tanker
 - (c) Ro-Ro vessel
 - (d) Barge
9. The Hague-Visby Rules deal with: (CO5, K4)
- (a) Aviation law
 - (b) Multimodal insurance
 - (c) Carriage of goods by sea
 - (d) Rail logistics
10. CSC 1972 is related to: (CO5, K4)
- (a) Air cargo liability
 - (b) Safe container standards
 - (c) Port management
 - (d) Ship registration

Part B

(5 × 5 = 25)

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

11. (a) Explain the significance of containerization in global trade. (CO1, K2)

Or

- (b) What are the key features of containerization? (CO1, K2)

12. (a) Discuss the various types of cargo and their characteristics. (CO2, K1)

Or

- (b) Write a short note on stowage and packing of dangerous cargo. (CO2, K1)

13. (a) What are the main features of multimodal transport? (CO3, K2)

Or

- (b) Explain the rationale for the development of multimodal transportation in India. (CO3, K2)

14. (a) Describe the different types of physical multimodal operations in port logistics. (CO4, K4)

Or

- (b) Explain the role of freight forwarders and ICDs in port logistics. (CO4, K4)

15. (a) What is the significance of the Hamburg Rules in multimodal transport? (CO5, K4)

Or

- (b) Discuss the conventions related to the carriage of perishable goods. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Explain the major container trades and types of containers used in logistics. (CO1, K2)

Or

- (b) Discuss the international conventions governing container safety. (CO1, K2)

17. (a) What are the different types of cargo handling equipment used in logistics? (CO2, K1)

Or

- (b) Write a detailed note on cargo packing techniques and temperature-controlled cargo. (CO2, K1)

18. (a) Evaluate the development of multimodal transportation in India. (CO3, K2)

Or

- (b) Analyze the strategies used for efficient multimodal logistics. (CO3, K2)

19. (a) Analyze the factors influencing mode and route choice in multimodal logistics. (CO4, K4)

Or

- (b) Explain the role of SEZs, CFS, and NVOC operators in port logistics. (CO4, K4)

20. (a) Discuss the legal framework for multimodal transportation under the Bill of Lading. (CO5, K4)

Or

- (b) Evaluate the International Convention for Safe Containers (CSC) and its relevance. (CO5, K4)

R3728

Sub. Code

6543E5

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

Third Semester

Logistics and Supply Chain Management

**Elective : SUPPLY CHAIN PLANNING
AND COORDINATING**

(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. Delphi Method is used for_____. (CO1, K2)
 - (a) Judgmental forecast
 - (b) Time series forecast
 - (c) Associative model
 - (d) Objective model

2. Which of the following is not a part of supply chain management system? (CO1, K2)
 - (a) Supplier
 - (b) Manufacturer
 - (c) Information flow
 - (d) Competitor

3. What is the primary goal of aggregate planning? (CO2, K2)
- (a) To dissatisfy customers in a way that minimizes profit.
 - (b) To dissatisfy customers in a way that maximizes profit.
 - (c) To satisfy demand in a way that minimizes profit.
 - (d) To satisfy demand in a way that maximizes profit.
4. What is the process in which a company determines levels of capacity, production, subcontracting, inventory, stockouts and pricing over a specified time horizon? (CO2, K2)
- (a) Inventory planning
 - (b) Aggregate planning
 - (c) Detail planning
 - (d) Sales planning
5. The purpose of supply chain management is (CO3, K3)
- (a) Provide customer satisfaction
 - (b) Improve quality of a product
 - (c) Integrating supply and demand management
 - (d) Increasing production
6. A firm can vary supply of product by controlling _____ (CO3, K3)
- (a) production capacity and price promotions
 - (b) production capacity and inventory promotion
 - (c) price promotion and inventory
 - (d) product capacity and inventory

7. VMI stands for (CO4, K4)
- (a) Vendor Material inventory
 - (b) Vendor Managed Inventory
 - (c) Variable Material Inventory
 - (d) Valuable Material Inventory
8. _____ is the time that elapses between issuing replenishment order and receiving the material in store. (CO4, K4)
- (a) Replenishment order
 - (b) Lead time
 - (c) Idle time
 - (d) Standard time
9. What are three basic decisions to make regarding the creation and holding of inventory? (CO5, K5)
- (a) Supportive inventory and qualitative inventory
 - (b) Cycle inventory – Safety inventory – Seasonal inventory
 - (c) Inventory for business management
 - (d) Marketing inventory control
10. The inventory held in case demand exceeds expectation in order to counter uncertainty is called (CO5, K5)
- (a) Cycle inventory
 - (b) Safety inventory
 - (c) Seasonal inventory
 - (d) Sourcing

Part B

(5 × 5 = 25)

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

11. (a) Discuss the characteristics of forecasts in supply chain. (CO1, K2)

Or

- (b) Explain the benefits of using IT for forecasting in supply chain. (CO1, K2)

12. (a) List down the problems with aggregate planning. (CO2, K2)

Or

- (b) Explain the factors affecting aggregate planning in supply chain. (CO2, K2)

13. (a) Define predictable variability. What are the options to handle predictable variability in a supply chain? (CO3, K3)

Or

- (b) What are the types of implementing solutions to predictable variability in practice? (CO3, K3)

14. (a) Discuss managerial levers that help to achieve coordination in the supply chain. (CO4, K4)

Or

- (b) What is the bullwhip effect and how does it relate to lack of coordination in the supply chain? (CO4, K4)

15. (a) What is the role of safety inventory in the supply chain? (CO5, K5)

Or

- (b) Identify the factors that influence the required level of safety inventory. (CO5, K5)

Part C (5 × 8 = 40)

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

16. (a) Discuss the components of a forecast. (CO1, K2)

Or

- (b) Explain the approaches to demand forecasting in supply chain. (CO1, K2)

17. (a) Describe the role of aggregate planning in supply chain. (CO2, K2)

Or

- (b) Elaborate the aggregate planning strategies in supply chain. (CO2, K2)

18. (a) Discuss the determinants of demand. (CO3, K3)

Or

- (b) How companies use aggregate planning approaches to plan supply to maximize profits? (CO3, K3)

19. (a) What is the impact of lack of coordination on the performance of the supply chain? Discuss. (CO4, K4)

Or

- (b) Describe the obstacles to coordination in a supply chain. (CO4, K4)

20. (a) Describe different measures of product availability.
(CO5, K5)

Or

(b) Define Replenishment policies and its various forms.
(CO5, K5)

R3729

Sub. Code

6543E6

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

Third Semester

Logistics and Supply Chain Management

Elective : GLOBAL 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. The transportation system that is an outcome of the combination of air and roadways is (CO1, K1)
 - (a) Tranship
 - (b) Air truck
 - (c) Piggy back
 - (d) Fishy back

2. _____ and physical distribution are the two major operations of logistics. (CO1, K1)
 - (a) Supply chain management
 - (b) Materials management
 - (c) Logistics management
 - (d) Financial management

3. _____ refers to the policy measures adopted by a country with reference to its exports and imports. (CO2, K1)
- (a) EXIM policy
 - (b) Economic policy
 - (c) Fiscal policy
 - (d) Monetary policy
4. Which of the following documents are not required for obtaining an export license? (CO2, K1)
- (a) IEC number
 - (b) Letter of credit
 - (c) Registration cum membership certificate
 - (d) Bank account number
5. Which is not a part of logistics performance cycle? (CO3, K1)
- (a) procurement
 - (b) inventory management
 - (c) manufacturing
 - (d) distribution
6. The stock of materials kept in the stores in anticipation of future demand is known as (CO3, K1)
- (a) storage of materials
 - (b) stock of materials
 - (c) inventory
 - (d) raw materials

7. Which is likely to be the most expensive method of market entry? (CO4, K1)
- (a) Franchising
 - (b) Licensing
 - (c) Opening a foreign subsidiary
 - (d) Direct marketing
8. Incoterms cover (CO4, K1)
- (a) trade in intangibles
 - (b) ownership and transfer rights
 - (c) contracts of carriage
 - (d) rights and obligations of parties to contract of sales
9. Which component of warehouse management involves accepting and inspecting incoming shipments? (CO5, K1)
- (a) Receiving
 - (b) Inventory Management
 - (c) Order Picking
 - (d) Storage
10. Today, a growing number of firms now outsource some or all of their logistics to _____ intermediaries. (CO5, K1)
- (a) Competitors
 - (b) Third Party Logistics Providers
 - (c) Channel members
 - (d) Cross-functional teams

Part B

(5 × 5 = 25)

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

11. (a) What are the advantages of managing the supply pipeline for global trade flows? (CO1, K1)

Or

- (b) Explain the advantages of having a logistics operator. (CO1, K1)

12. (a) What are the documents involved in import export documentation process? (CO2, K1)

Or

- (b) What are the aspects of strategy adopted by multinational firms? (CO2, K1)

13. (a) Explain the factors affecting global supply chain management. (CO3, K1)

Or

- (b) Why is inventory management in the supply chain important? Explain. (CO3, K1)

14. (a) What is Contract of Affreightment? How does a COA work? (CO4, K1)

Or

- (b) Discuss the factors influencing Incoterm selection. (CO4, K1)

15. (a) Elaborate the key factors in the development of a successful 3PL. (CO5, K1)

Or

- (b) List down the benefits of contact logistics. (CO5, K1)

Part C

(5 × 8 = 40)

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

16. (a) Differentiate national and international logistics.

(CO1, K1)

Or

- (b) Explain the different modes of transportation in the global supply chain.

(CO1, K1)

17. (a) Discuss the impact of free trade movement.

(CO2, K1)

Or

- (b) Describe the various types of strategic alliances.

(CO2, K1)

18. (a) Discuss the factors contributing to the development of logistics in India.

(CO3, K1)

Or

- (b) Elaborate the importance of asset management in supply chain management.

(CO3, K1)

19. (a) Explain the various export market entry strategies adopted by companies.

(CO4, K1)

Or

- (b) Elaborate the elements of export sales contract.

(CO4, K1)

20. (a) Describe the criteria of selecting the third party logistics operator. (CO5, K1)

Or

- (b) What are the benefits of integrating IT and e-commerce in global supply chain management? (CO5, K1)
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R3730

Sub. Code

6543E7

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

Third Semester

Logistics and Supply Chain Management

Elective : RETAIL 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. Which of the following is the primary goal of retail supply chains? (CO1, K1)
 - (a) Maximizing profit at the retailer's expense
 - (b) Delivering products efficiently to customers
 - (c) Minimizing customer service levels
 - (d) Reducing employee engagement

2. What is a key characteristic of customer segmentation in retail? (CO1, K1)
 - (a) Dividing customers based on random criteria
 - (b) Grouping customers with similar needs and preferences
 - (c) Prioritizing only high-income customers
 - (d) Ignoring geographic differences

3. What does Quality Function Deployment (QFD) focus on in a retail supply chain? (CO2, K2)
- (a) Improving supplier relationships
 - (b) Translating customer needs into product features
 - (c) Reducing shipping costs
 - (d) Standardizing supplier inputs
4. Which retail supply chain metric measures the efficiency of inventory management? (CO2, K1)
- (a) Order accuracy
 - (b) Return on Investment (ROI)
 - (c) Inventory turnover
 - (d) Supplier lead time
5. Which of the following is a characteristic of functional products in supply chain management? (CO3, K1)
- (a) High demand uncertainty
 - (b) Long product lifecycle
 - (c) Low contribution margin
 - (d) All of the above
6. What type of retail strategy focuses on providing efficient operations and minimizing costs? (CO3, K1)
- (a) Differentiation strategy
 - (b) Cost leadership strategy
 - (c) Customer intimacy strategy
 - (d) Innovation strategy

7. Which of the following is a key approach for process improvement in the supply chain that emphasizes iterative problem-solving? (CO4, K1)
- (a) CPFR
 - (b) DMAIC
 - (c) RFID
 - (d) Barcoding
8. What does CPFR primarily aim to achieve in supply chain collaboration? (CO4, K1)
- (a) Inventory automation
 - (b) Demand and supply alignment through shared planning
 - (c) Product tracking with advanced tools
 - (d) Cost reduction through outsourcing
9. What is a major root cause of high retail supply chain costs? (CO5, K1)
- (a) Overstocking and poor inventory management
 - (b) High product demand
 - (c) Increased marketing expenses
 - (d) Improved supply chain engineering
10. Which of the following is a key opportunity in managing retail returns? (CO5, K1)
- (a) Increasing the return period
 - (b) Minimizing reverse logistics
 - (c) Recovering value through refurbishment and resale
 - (d) Reducing customer satisfaction

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of customer segmentation in retail. (CO1, K5)

Or

- (b) What are backward and forward linkages in the supply chain? (CO1, K1)

12. (a) Explain the impact of globalization on the retail supply chain. (CO2, K5)

Or

- (b) How does Quality Function Deployment (QFD) benefit the retail supply chain? (CO2, K1)

13. (a) Outline the differences between functional and innovative products in terms of their supply chain requirements. (CO3, K2)

Or

- (b) Summarize the key skills required for supply chain management excellence in the retail sector. (CO1, K2)

14. (a) Discuss the PDCA approach in the context of supply chain process improvement. (CO4, K6)

Or

- (b) What role does CPFR play in improving supply chain collaboration? (CO4, K1)

15. (a) Explain how effective retail returns management can help reduce supply chain costs. (CO5, K2)

Or

- (b) How does the GSI system facilitates global supply chain operations? (CO5, K1)

Part C (5 × 8 = 40)

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

16. (a) Summarize the significance of CSR in the retail industry and its impact on stakeholders. (CO1, K2)

Or

- (b) Compare and contrast different types of retail chain businesses and their value propositions. (CO1, K2)

17. (a) Analyze the challenges of managing risks in global retail supply chains. (CO2, K4)

Or

- (b) Elaborate the significance of retail supply chain metrics in achieving competitive advantage. (CO2, K6)

18. (a) Evaluate the role of retail market segmentation in developing an effective supply chain strategy. (CO3, K5)

Or

- (b) Discuss the impact of innovative products on supply chain design and execution. Use examples. (CO3, K6)

19. (a) Interpret how demand-driven supply chains can improve customer satisfaction while reducing costs. (CO4, K5)

Or

- (b) Inspect the impact of barcoding and RFID on supply chain transparency and efficiency. (CO4, K4)

20. (a) Evaluate the opportunities in managing retail returns and their impact on supply chain sustainability. (CO5, K5)

Or

- (b) Discuss the role of supply chain engineering in adding value to the 4PL model. (CO5, K6)

R3731

Sub. Code

6543E8

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

Third Semester

Logistics and Supply Chain Management

Elective – SUPPLY CHAIN RISK 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. What is a primary external risk category in supply chain management? (CO1, K1)
 - (a) Operational risks
 - (b) Financial risks
 - (c) Natural disasters and geopolitical disruptions
 - (d) Vendor performance

2. Which approach is most effective for mitigating supply chain risks? (CO1, K1)
 - (a) Increasing lead times
 - (b) Diversifying supplier base and conducting regular risk assessments
 - (c) Relying on a single trusted supplier
 - (d) Reducing inventory to save costs

3. Which industry is most vulnerable to supply chain disruptions caused by semiconductor shortages? (CO2, K1)
- (a) Fashion
 - (b) Automotive
 - (c) Food
 - (d) Pharma Healthcare
4. What is a common mitigation strategy for supply chain threats in the food industry? (CO2, K1)
- (a) Vertical integration
 - (b) Implementing blockchain
 - (c) Outsourcing manufacturing
 - (d) Reducing product variety
5. What is the primary environmental risk to supply chains caused by climate change? (CO3, K1)
- (a) Increased industrial unrest
 - (b) Disruptions due to extreme weather events
 - (c) Currency fluctuations
 - (d) Societal conflict
6. Which of the following is a societal risk to supply chains? (CO3, K1)
- (a) Currency fluctuations
 - (b) Terrorism
 - (c) Fair labour practices
 - (d) Demand shocks

7. What is the primary purpose of anti-bribery and anti-corruption legislation in the logistics industry? (CO4, K1)
- (a) To increase government revenue
 - (b) To improve efficiency in transportation networks
 - (c) To ensure ethical practices and reduce illicit activities
 - (d) To prevent competition in the logistics sector
8. Which of the following is a best practice recommended by the World Economic Forum (WEF) to combat corruption in the logistics sector? (CO4, K1)
- (a) Use of unofficial tolls for quicker border crossing
 - (b) Implementation of digital tracking systems for transparency
 - (c) Establishment of private customs enforcement agencies
 - (d) Limiting the use of technology in customs operations
9. What is the main impact of cyber threats on supply chains? (CO5, K1)
- (a) Increased employee turnover
 - (b) Delays in communication
 - (c) Disruption of operational systems
 - (d) Reduced customer demand
10. Which of the following is a key strategy to combat theft at airports? (CO5, K1)
- (a) Training ground staff in cybersecurity
 - (b) Using advanced surveillance systems
 - (c) Avoiding peak shipment periods
 - (d) Increasing the number of loading bays

Part B

(5 × 5 = 25)

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

11. (a) Explain the difference between internal and external supply chain risks. Provide one example of each. (CO1, K2)

Or

- (b) What are the key characteristics of supply chain disruptions caused by geopolitical risks? (CO1, K1)

12. (a) Summarize how the high-tech industry's dependence on a limited number of suppliers increases its vulnerability to supply chain threats. (CO2, K2)

Or

- (b) Analyze the role of digital technologies in building supply chain resilience in consumer goods/retail. (CO2, K4)

13. (a) Assess how natural disasters disrupt supply chains. (CO3, K5)

Or

- (b) Discuss the impact of pandemics on global supply chains. (CO3, K6)

14. (a) How do VAT fraud schemes impact governments and the logistics industry? (CO4, K1)

Or

- (b) Discuss the role of technology in preventing corruption in the logistics industry. (CO4, K6)

15. (a) How do cyber threats impact supply chains? (CO5, K1)

Or

- (b) What makes emerging markets more vulnerable to cargo theft? (CO5, K1)

Part C

(5 × 8 = 40)

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

16. (a) Analyze the role of external risk categories, such as natural disasters and geopolitical risks, in supply chain disruptions. Use examples to support your answer. (CO1, K4)

Or

- (b) Evaluate the impact of technology on reducing the severity of supply chain risks. Discuss both its benefits and limitations. (CO1, K5)

17. (a) Analyze the effectiveness of reshoring as a supply chain resilience strategy for the automotive industry. Provide examples to support your argument. (CO2, K4)

Or

- (b) Critically evaluate how the fashion industry can balance sustainability goals with supply chain resilience strategies. (CO2, K5)

18. (a) Deduct the economic risks of supply chain disruptions caused by climate change, focusing on demand shocks, supply shocks, and currency fluctuations. (CO3, K5)

Or

- (b) Inspect the importance of environmental practices among supply chain partners and their role in building a sustainable supply chain. (CO3, K4)

19. (a) Elaborate the impact of corruption on humanitarian aid logistics and suggest ways to mitigate it.

(CO4, K6)

Or

- (b) Interpret the role of organized crime in transport operations and propose solutions to combat its influence. (CO4, K5)

20. (a) Identify the role of technology in preventing cargo crime. (CO5, K3)

Or

(b) Assess the impact of piracy on global supply chains and suggest mitigation strategies. (CO5, K5)
