

**MBA-153**

**MSPL-23**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**STRATEGIC MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. Define strategic planning.
2. Discuss industry analysis.
3. What is strategic formulation?
4. Define strategy Implementation.
5. Discuss operational control.

**PART B — (4 × 15 = 60 marks)**

**Answer any FOUR questions.**

6. Discuss mission, vision and objective statements of an organisation.
7. Discuss in detail environmental analysis.

8. Elaborate corporate level strategy.
  9. What is functional and operational implementation?
  10. Enumerate strategic control process.
  11. Discuss SWOT analysis.
  12. Discuss the future of strategic management.
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**MBA-154**

**MSPL-24**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**INTERNATIONAL BUSINESS  
MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. What do you understand by globalisation?
2. Discuss the concepts of MNC's in International Business.
3. Explain the kinds of collaborations and joint ventures.
4. Discuss the functions of W.T.O.
5. What is Arbitration?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. List the characteristics of a multinational corporation.
7. Discuss the impact of cultural environment on International Business with appropriate examples.
8. Discuss the various types of entry strategy with an example.
9. Highlight on the benefits of WTO in India.
10. Why is conflict management given importance in International Business? Explain with example.
11. Ethics is very essential in International Business Justify.
12. Discuss the Pros and Cons of International Business.

**MBA-155**

**MSPL-103**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**Shipping and Logistics Management**

**SHIP MANAGEMENT PRACTICES**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. What is planned maintenance?
2. What are National Registries?
3. What do you mean by Post Fixture Management?
4. What are the practices involved in best crew management?
5. Write short notes on ISMA code.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Distinguish between the In-house and Outsourcing of Ship Management Functions.
7. What are the concepts involved in Commercial Voyage Management?
8. Briefly describe Demurrage, Detention and Despatch and the calculation involved in it.
9. Which according to you is more advantageous, Planned Maintenance or Emergency Repairs? Why?
10. “Crew Management is the essence of shipping business” – Explain.
11. Elucidate on the International Conventions related to Port State Control.
12. Write a note on International Safety Management Code of ship management practices.

**MBA-156**

**MSPL-104**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**Shipping and Logistics Management**

**LEGAL ASPECTS OF MARITIME BUSINESS**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. Differentiate 'Right in rem' and 'Right in personam'
2. What is Limitation Statutes and Time Bars?
3. What are 'Quasi Contracts'.
4. Distinguish 'Sub Agent' and 'Substituted Agent'.
5. Elaborate on the Law relating to 'Environmental Pollutions'.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the Duties and Responsibilities of an Agent.
7. Who is an unpaid seller? List out the rights of an unpaid seller.
8. Explain the Conditions and Warranties implied by law in a contract of Sale of Goods.
9. Explain the important provisions of The Hague and Visby Rules regarding the Ship owner's and shippers Liability.
10. Analyze the salient features of 'Multimodal Transportation of Goods act 1993'.
11. Elaborate the Alternate methods of dispute Resolution available to Marine disputes.
12. What are the three important purposes the INCOTERMS serves? Explain the incoterms relating to costs.



**MBA-158**

**MSPL-106**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**LOGISTICS AND MULTIMODAL TRANSPORT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. Explain the importance of logistics in the current business environment.
2. What is Just in Time (JIT)?
3. List the functions of third party logistics.
4. Enumerate the factors and need for development of 'Warehouse'.
5. What is "Benchmarking" and explain the procedure for Bench Marking?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the importance of Transportation by analyzing various transportation modes.
7. Explain the concept of JIT, its advantages and disadvantages.
8. Discuss the features like classification, the infrastructural requirements, legal framework documentation and cost in case of Transportation carriers.
9. What for the factors considered for locating a warehouse for an automobile distribution company?
10. Explain the functions of warehouse management system and its importance.
11. What do you understand by the term 'Ergonomics'? Explain its advantages and application in the logistical operation in designing the Logistics.
12. What are the objectives and responsibilities of warehouse function? Explain in detail the "Warehouse Management System".

**MBA-159**

**MSPL-62**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**SUPPLY CHAIN MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. Explain the objectives of 'Supply Chain Management'.
2. Explain 'On-line sales and the Distribution Net Work.
3. Define Corporate Resource Management (CRM). Explain its role in a supply chain.
4. List any three information technology available for planning supply chain networking or transportation.
5. What is cash to cash cycle?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain Supply Chain Management and the importance of supply chain decisions.
7. Explain the need of understanding the customer and supply chain uncertainty is an important step in achieving Strategic Fit.
8. Identify the major drivers in creating 'Strategic Fit' between supply chain strategy and competitive strategy.
9. Explain the importance of 'Aggregate Planning' as a supply chain activity.
10. Describe the supply chain coordination and the bullwhip effect, and their impact on supply performance.
11. Analyze the role of IT influences the supply chain efficiency.
12. Explain the key factors influencing distribution network decisions.

**MBA-160**

**MSPL-107**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**SHIPPING FINANCE AND INSURANCE**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. Explain financing methods for building of new ships.
2. Enumerate the problems in offering ship as security to the prospective lenders.
3. Explain the concept of Forward Exchange contracts as hedging process.
4. Explain LIBOR.
5. What are the types of P and I covers available?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the concept 'Ship Mortgage'. What are the rights of a Mortgagee?
7. Explain the process of Ship Registration and the importance in shipping finance.
8. What is 'Depreciation'? Explain the types of Depreciations.
9. "The marine insurance is a contract of Indemnity". Explain the principles of Marine Insurance.
10. Explain the general principles of marine insurance.
11. Explain the insurance cover for pollution claims with suitable example.
12. Analyse the challenges involved in purchase of second hand ships.

**MBA-161**

**MSPL-108**

**M.B.A. DEGREE EXAMINATION –  
DECEMBER, 2018.**

**Second Year**

**SHIP AGENCY MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. What are the roles of shipping agency?
2. What are the duties of an agent to his Principal?
3. Explain and draw a Proforma Disbursement Account detailing the content of the account.
4. Explain the Electronic Systems used as 'BOLERO' and 'LINER PORTAL'.
5. Explain the Implied authority of an Agent.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the general principles of the law of agency.
7. What are the services offered by port agency? Also explain the requirements.
8. Discuss in detail the role of a Tramp Agency Organisation..
9. Enumerate the procedures and processes of appointment of a Port Agent.
10. List out the services offered by Container Liner Agent.
11. Briefly explain the role of agents during general average situation.
12. What is “Electronic Data Interchange”? How the cargo management system is effectively managed by EDI system? — Support your answer with suitable diagrams.

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