

MBA-121

**MSP-20/
MSPT-20**

M.B.A. DEGREE EXAMINATION – JUNE 2019.

Second Year

OPERATIONS MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. What are the challenges faced by an operations manager?
2. Explain production planning control and its objectives.
3. List out the types of inventories in manufacturing organizations.
4. Explain Quality Circle.
5. Enumerate the techniques of work measurement.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the systems view of operations management
7. Write an essay on capacity requirements planning.
8. Explain ABC analysis with an illustration.
9. Explain Six Sigma.
10. Enumerate how TQM contributes to improving the efficiency of an organization.
11. What is Economic order quantity and How it is calculated?
12. Explain job design and the various techniques involved in job design.

MBA-123

**MSP-22/
MSPT-22**

**M.B.A. DEGREE EXAMINATION –
JUNE, 2019.**

Second Year

BUSINESS LAW

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

All questions carry equal marks.

1. What do you understand by 'capacity to contract'?
Who are all incompetent to contract?
2. What is Memorandum of association and Articles of association?
3. What is negotiable instrument? State its special characteristics.
4. Who is an agent and how it is created?
5. Describe about Consumer protection Act 1986.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. “A contract without the consideration is void”
Comment.
 7. Describe various ways in which a contract may be discharged.
 8. Discuss the duties and liabilities of partners.
 9. Explain the Doctrine of caveat emptor and state the exceptions to this doctrine.
 10. Discuss the modes of termination of agency.
 11. What are essentials of Life Insurance contract?
How does it differ from fire and marine insurance?
 12. Explain ‘Unfair trade practice’ under the Consumer Protection Act.
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MBA-124

**MSP-23/
MSPT-23**

**M.B.A. DEGREE EXAMINATION —
JUNE, 2019.**

Second Year

STRATEGIC MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

All questions carry equal marks.

1. Describe the strategic management and its significance.
2. Explain about SWOT analysis.
3. Describe the strategic management at business level analysis.
4. Discuss the Ethics and its relationship with business.
5. Explain the strategic evaluation process.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the strategic planning process with examples.
7. Discuss the role of environment analysis in strategy formation.
8. What is organizational analysis in strategy formation?
9. Discuss about strategy implementation.
10. Explain the types of strategic control.
11. Who are the typical stakeholders of an organization, and how do they affect the purpose and management of it?
12. How does structure support strategic architecture?

MBA-140

**MSPT-62/
MSP-62**

**M.B.A. DEGREE EXAMINATION —
JUNE, 2019.**

Second Year

Operations Management

SUPPLY CHAIN MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. List any three drivers of supply chain performance.
2. How can aggregate planning be used in an environment of high demand, uncertainty?
3. Why do you require safety inventory?
4. Define optimum level of product availability.
5. What is meant by distribution in the supply chain?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the framework for structuring supply chain drivers.
 7. Explain the six step approach to perform effective forecasting in supply chain.
 8. Explain the different types of purchasing strategies.
 9. Discuss the supply chain IT framework.
 10. Explain the factors affecting the optimum level of product availability.
 11. With a neat sketch, explain the framework and role of supply chain in e-business.
 12. Explain the factors influencing distribution work network design.
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MBA-147

MSPT 105

**M.B.A. DEGREE EXAMINATION –
JUNE 2019.**

Second Year

Logistics Management

MULTIMODAL TRANSPORT OPERATIONS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Explain intermodal systems in transportation.
2. Bring out the uniqueness of multimodal transportation.
3. What are the pricing aspects in transport modes?
4. Examine the features of multimodal transport system.
5. What is benchmarking? Discuss its any two advantages.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the importance of transportation in supply chain.
7. Discuss about the operators involved in multimodal transportation.
8. Explain transportation economies and pricing documentation
9. Describe the regulations regarding carriage of dangerous goods by various modes.
10. Explain in detail marketing of multimodal transport solutions.
11. Bring out the importance of Quality management systems (ISO 9000).
12. Explain benchmarking priorities in mapping supply chain process.

MBA-148

MSPT-102

**M.B.A. DEGREE EXAMINATION –
JUNE 2019.**

Second Year

LOGISTICS INFORMATION SYSTEM

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carries equal marks.

1. What is logistics information system?
2. Write a note on internet and office communications.
3. List and explain the components of Decision support system.
4. What is information system planning?
5. What are the functions of Management Information System?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carries equal marks.

6. Explain the need, characteristics and design of logistics information system.
7. Explain the framework within which logistics information system works.
8. Differentiate between the strategic, tactical and operational information system.
9. Explain the concept of Decision support system and Expert system.
10. Explain System Analysis and Design in information system.
11. Explain how computer based information systems can enhance marketing function in a firm?
12. Can Management Information System be helpful in information organizations? Discuss.

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M.B.A. DEGREE EXAMINATION – JUNE 2019.

Second Year

Logistics Management

CUSTOMER RELATIONSHIP MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Describe the levels of service Profiling.
2. Explain the significance of Customer Satisfaction.
3. Elaborate Cross Selling and Up Selling in CRM.
4. Explain the advantage of e-CRM?
5. Critically Examine the CRM Development Team

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Describe customer retention strategies with example.
7. Elaborate the hurdles in Managing Customer Relationship.
8. Explain the classification of data analysis in CRM.
9. Write about the emergence of E-Commerce in CRM.
10. Explain the role of Home delivery channel in retail logistics.
11. Explain how to measure customer satisfaction.
12. Discuss CRM implementation issues

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M.B.A. DEGREE EXAMINATION – JUNE 2019.

Second Year

Logistics Management

WAREHOUSING AND CONTRACT LOGISTICS
MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Describe the flowchart of material request.
2. What are factors determining the location of Warehouse?
3. Elaborate Cold Supply Chain Logistic Process.
4. Explain the classification of inventory.
5. How to design a contract logistics facility?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Describe application of materials management concept in warehousing.
7. Elaborate the Palletized Storage Systems.
8. Explain the procedure in pre-cooling of container.
9. Write about the role of inventory control in competitive strategy.
10. Explain the standard operating procedure for a contract logistics.
11. Explain the characteristics of ideal warehouse.
12. Discuss the mechanics of Inventory Control.

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Logistics Management

RETAIL LOGISTICS MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What is Supply chain Transformation?
2. Explain what is international sourcing.
3. How to locate fresh food Retailing?
4. Explain the Concept of “Milk Run”.
5. Critically examine the impact of RFID.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Describe the Associated Logistics functions.
7. Elaborate the international Logistics Practices.
8. Explain the packing aspects of Retailing Logistics.

9. How to get optimal efficiencies in Automotive Logistics.
 10. Explain the development of E-Tail Logistics.
 11. Explain the growth of e-commerce in logistics.
 12. Discuss Managing waste within the retail sector.
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