

M.B.A. DEGREE EXAMINATION – DECMEBER 2020

MANAGEMENT FUNCTIONS AND BEHAVIOUR

First Year

Time: 3 Hours

Maximum Marks: 75

PART- A

(3 × 5 = 15 Marks)

Answer any **THREE** questions.
All questions carry equal marks

1. What is Hawthorne Experiment?
2. What is meant by staffing?
3. State the factors influencing perception.
4. Mention the functions of groups.
5. List out the three phases of change in successful implementation.

PART- B

(4 × 15 = 60 Marks)

Answer any **FOUR** questions.

All questions carry equal marks

6. Discuss the functions of management.
7. Explain the process of selection.
8. Discuss the Maslow's theory of Motivation.
9. Explain the different styles of leadership.
10. Explain the future trends in organization behaviour.
11. Distinguish between Delegation and Decentralisation.
12. Explain the Barriers of communication.

M.B.A. DEGREE EXAMINATION DECEMBER 2020

Shipping and Logistics Management

MANAGEMENT FUNCTIONS AND BEHAVIOUR

Time : 3 Hours

Maximum Marks : 70

PART – A

(5x5=25 Marks)

Answer any five questions out of eight questions in 300 words

All questions carry equal marks

1. List out the functions of management.
2. State the important steps in the process of organizing.
3. List the some of the characteristics of planning.
4. Write a short note on organisational effectiveness.
5. What are the different styles of leadership?
6. State the characteristics of OD
7. What do you meant by control?
8. List out the important characteristics of a successful change agent?

PART – B

(3X15=45 Marks)

Answer any three questions out of five questions in 1000 words

All questions carry equal marks

9. Trace the evolution of management theories.
10. Discuss the various principles of Organization.
11. Explain the salient features of management by objectives (MBO).
12. Discuss the features of 'Need Hierarchy Theory' of Maslow.
13. What are the various barriers to communication in the organizational context?

M.B.A. DEGREE EXAMINATION DECEMBER- 2020**MANAGERIAL ECONOMICS****Time: 3 hours****Maximum Marks: 75****SECTION A — (3 X 5 = 15 Marks)****Answer any THREE questions.**

1. What do you mean by Managerial Economics?
2. Write a note on indifference Curve.
3. What do you mean by perfect competition?
4. What are the objectives of profit planning in managerial economics?
5. Explain the types of unemployment in India.

SECTION B — (4 × 15 = 60 Marks)**Answer any FOUR questions.**

6. Explain the characteristics of Managerial Economics.
7. Explain the various factors of production.
8. State the objectives of pricing decisions.
9. Discuss about cost volume profit analysis.
10. Explain the various methods of computing National Income.
11. Explain the causes of inflationary pressures.
12. Explain the different types of elasticity of Demand.

MBA DEGREE EXAMINATION – DECEMBER 2020.

MANAGEMENT

FIRST YEAR

MANAGERIAL ECONOMICS

Time: 3 Hours

Maximum Marks: 70

PART – A (5x5=25 Marks)

Answer any five questions out of eight questions in 300 words

All questions carry equal marks

1. Define managerial economics. How it is related to different disciplines?
2. What is law of demand?
3. List the basic objectives of pricing.
4. State the features of perfect competition.
5. What are the consequences of inflation?
6. What do you mean by profit planning?
7. State the methods of measuring National Income?
8. What are the by-products of job analysis?

PART – B (3X15=45 Marks)

Answer any three questions out of five questions in 1000 words

All questions carry equal marks

9. What is managerial economics? List out the functions of managerial economist.
10. Explain the various methods of demand forecasting.
11. Discuss the traditional cost curves of a firm in the short run and the long run.
12. How is price determined under a simple monopoly?
13. Examine the utility of business cycle in the business decisions.

M.B.A. DEGREE EXAMINATION – DECMEBER 2020
FINANCIAL AND MANAGEMENT ACCOUNTING

First Year

Time: 3 Hours

Maximum Marks: 75

PART- A

(3 × 5 = 15 Marks)

Answer any THREE questions.
All questions carry equal marks

1. Distinguish between Management Accounting and Cost Accounting
2. Discuss the uses of financial statement analysis.
3. Give any two objectives of Budgetary Control.
4. Give any two differences between funds flow analysis and cash flow analysis.
5. From the following balances you are required to calculate cash from operating activities:

	31-12-1989 Rs.	31-12-1990 Rs.
P&L Account	50,000	3,10,000
Debtors	90,000	84,000
Creditors	40,000	52,000
Bills receivable	24,000	30,000
Prepaid expenses	3,200	2,800
Bills payable	30,000	32,000
Outstanding expenses	2,400	3,200
Outstanding income	1,600	1,800
Income received in advance	500	600

PART- B

(4 × 15 = 60

Marks)

Answer any FOUR questions.
All questions carry equal marks

6. Define Accounting and discuss its scope in detail.
7. Convert the following income statement into common size statement.

Income Statement

Particulars	2006 Rs.
Net Sales	30,000
Less: Cost of Goods sold	18,200
Gross Profit	11,800

Less: Operating Expenses	
Administrative Expenses	3,000
Selling Expenses	6,000
Operating Profit	2,800
Add: Non-operating Income	300
	3,100
Less: Non-operating Expenses	400
Net Profit	2,700

8. The trading results of Raja Company for the last two years are:

Year	Sales (Rs.)	Profit (Rs.)
2007	1,40,000	15,000
2008	1,60,000	20,000

Calculate:

Profit – Volume Ratio

Break-even point

Sales required to earn a profit of Rs. 40,000

Fixed Cost and Profit when sales are Rs. 1,20,000

9. From the following Balance Sheet as on 31-12-93 and 31-12-92, prepare a Cash Flow Statement:

Balance Sheets

Liabilities	1993 Rs.	1992 Rs.	Assets	1993 Rs.	1992 Rs.
Share Capital	1,50,000	1,00,000	Fixed assets	1,50,000	1,00,000
Profit & Loss A/c	80,000	50,000	Goodwill	40,000	50,000
General Reserve	40,000	30,000	Stock	80,000	30,000
6% Debentures	60,000	50,000	Debtors	80,000	50,000
Creditors	40,000	30,000	Bills receivable	20,000	30,000
Outstanding expenses	15,000	10,000	Bank	15,000	10,000
	3,85,000	2,70,000		3,85,000	2,70,000

10. Prepare a Flexible Budget for overheads on the basis of the following data. Ascertain the overhead rates at 50%, 60% and 70% capacity:

	At 60% capacity Rs.
Variable overheads:	
Indirect material	6,000
Indirect labour	18,000
Semi-variable overheads:	
Electricity (40% fixed : 60% variable)	30,000
Repairs (80% fixed : 20% variable)	3,000
Fixed overheads:	
Depreciation	16,500
Insurance	4,500

Salaries	15,000
Total overheads	93,000
Estimated direct labour hours	1,86,000

11. Enumerate the benefits of standard costing.
12. Discuss responsibility accounting and discuss various responsibility centers.

MBA DEGREE EXAMINATION – DECEMBER 2020.

MANAGEMENT

FIRST YEAR

FINANCIAL AND MANAGEMENT ACCOUNTING

Time: 3 Hours

Maximum Marks: 70

PART – A (5x5=25 Marks)

**Answer any five questions out of eight questions in 300 words
All questions carry equal marks**

1. What do you mean by Financial Accounting?
2. Define 'Financial Statement Analysis'.
3. What are the uses of ratio analysis?
4. What are the advantages of standard costing?
5. How ZBB is prepared?
6. Write down the managerial uses of Management Accounting.
7. What do you understand by 'budget and budgetary control'?
8. Distinguish between fund flow and cash flow statements.

PART – B (3X15=45 Marks)

**Answer any three questions out of five questions in 1000 words
All questions carry equal marks**

9. Briefly explain any four Accounting Concepts
10. From the following particulars, prepare the Balance Sheet of ANZ Ltd., on 31st March 2020.
Annual sales Rs. 1,40,000
Sales to net worth 4 times
Current Liabilities to Net worth 50%
Total debt to Net worth 80%
Current Ratio 2.2 times
Sales to inventory 8 times
Average collection period 40 days
Fixed assets to Net worth 70%
Assume that all sales are made on credit.
11. "Cost may be classified in a variety of ways to their nature and information needs of the management". Discuss.

12. Calculate cash flow from the following:

	31.12.18	31.12.19
	Rs.	Rs.
Debtors	50,000	47,000
Bills receivable	3,000	4,000
Creditors	48,000	26,000
Stock	65,000	54,000
Outstanding expenses	600	800
Prepaid expenses	1,200	2,000
Profit earned during the year	Rs. 1, 56,000	

13. From the following data, which product would you recommend for manufacture in a factory to maximize the profit :

Particulars	Product A	Product B
Standard manufacturing time per unit	2 hours	3 hours
Direct Materials	Rs. 100	Rs. 60
Direct Labour@Rs.20/hour	Rs. 40	Rs. 60
Variable overhead @Rs.12/hour	Rs. 24	Rs. 36
Selling price/unit	Rs. 400	Rs. 480

Total Machine Hours available in the factory are 60,000.

PG-C-918

MSPT-13

**M.B.A. DEGREE EXAMINATION –
DECEMBER 2020**

First Year

QUANTITATIVE TECHNIQUES

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. What is Annuity?
2. What is a Cumulative Frequency Curve? Give Examples.
3. Write short notes on
 - (a) Standard Deviation
 - (b) Variance.
4. What do you understand by Normal Distribution?
5. List the uses of Time Series Analysis.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

6. Give examples of matrices satisfying the following conditions in each case.

- (a) A and B such that $AB \neq BA$.
(b) A and B such that $AB = 0 = BA$, $A \neq 0$ and $B \neq 0$.
(c) A and B such that $AB = 0$ and $BA \neq 0$.

7. Prepare a frequency distribution for the following observations.

1 0 3 8 5 9 0 3 0 3
4 1 2 4 3 2 8 0 0 2
6 3 4 1 0 9 7 2 1 2
1 2 3 4 5 6 5 3 1 1
4 5 4 2 9 7 8 0 4 3

8. Calculate the Correlation for the following data.

X 10 12 18 24 23 27
Y 13 18 12 25 30 10

9. Five mangoes and 4 apples are in a box. If two fruits are chosen at random, find the probability

that (a) one is mango and other is apple (b) both are of same variety.

10. From the following data calculate the Fisher's index number.

Commodity	2011		2012	
	Price	Expenditure	Price	Expenditure
A	10	100	12	144
B	12	144	14	196
C	14	196	16	256
D	16	256	18	324
E	18	324	20	400

11. Discuss the Methods of collecting Primary Data.

12. Calculate the Mean for the following data.

Age Group	0-10	10-20	20-30
No. of persons	5	10	25
Age Group	30-40	40-50	50-60
No. of persons	30	20	10

M.B.A. DEGREE EXAMINATION – DECMEBER 2020**First Year****MARKETING MANAGEMENT**

Time: 3 Hours

Maximum Marks: 75

PART- A

(3 × 5 = 15 Marks)

Answer any **THREE** questions.
All questions carry equal marks

1. Define Marketing and State its significance in the Modern World.
2. Write a note on 4p's of marketing.
3. State the stages of Product Life Cycle.
4. What are the problems faced by E-business people.
5. What is services marketing?

PART- B

(4 × 15 = 60 Marks)

Answer any **FOUR** questions.

All questions carry equal marks

6. What is the object of market segmentation and Write the bases of market segmentation.
7. Some of the environmental forces are controllable whereas the others are beyond the control of a firm – Discuss.
8. What are the various kinds of pricing strategies? – Discuss.
9. What are the factors which influence the consumer behavior in the purchase of a product?
10. What do you mean by on-line marketing? And also discuss the advantages of on-line marketing.
11. Explain in brief the various kinds of services.
12. Define advertising and explain the kinds of advertising media.

M.B.A DEGREE EXAMINATION - DECEMBER 2020**First Year****FINANCIAL MANAGEMENT**

Time: 3 Hours

Maximum Marks: 75

SECTION A

(3 × 5 = 15 Marks)

Answer any THREE questions.

1. What do you understand by Time Value of Money?
2. Write a short note on ARR method.
3. How will you compute cost of debentures?
4. Write a short on Indifference Point?
5. What is Working Capital Cycle?

SECTION B

(4 × 15 = 60 Marks)

Answer any FOUR questions.

6. Explain the objectives of Financial Management.
7. What are the objectives of capital budgeting?
8. Describe the traditional approach to capital structure.
9. Calculate the Operating Leverage from the following information:
 - a. Number of units produced 50000,
 - b. Selling price per unit Rs.50
 - c. Variable cost per unit Rs.20
 - d. Fixed cost unit at current level of sales Rs.15
10. A firm issues debentures of Rs. 1,00,000 and realizes Rs.98,000 after allowing 2% commission to brokers. Debentures carry interest rate of 10%. The debentures are due for maturity at the end of 10th year at par. Calculate cost of debt.
11. Discuss factors affecting dividend decisions.
12. What is Modigliani-Miller approach to the problem of cost of capital structure?
Under what assumptions do their conclusion hold good?

M.B.A. DEGREE EXAMINATION – DECMEBER - 2020

First Year

HUMAN RESOURCE MANAGEMENT

Time: 3 Hours

Maximum Marks: 75

PART- A

(3 × 5 = 15 Marks)

Answer any **THREE** questions.

All questions carry equal marks

1. What is human resource planning?
2. Define job analysis and list its importance.
3. Mention the importance of training.
4. Explain any two theories of wages.
5. Write a note on workers participation in management.

PART- B

(4 × 15 = 60 Marks)

Answer any **FOUR** questions.

All questions carry equal marks

6. Describe the managerial and operative functions of H.R.M.
7. Explain the steps involved in job analysis. Distinguish between job enlargement and job enrichment.
8. Discuss various techniques of training and development programmes.
9. Outline the scope of human resource management in the light of ongoing changes in management thought.
10. Discuss the importance of employee safety and health in an organization.
11. Evaluate the importance of performance appraisal in an industrial organization.
How would you make it more effective? Explain.
12. Explain the process of recruitment with various selection techniques.

M.B.A. DEGREE EXAMINATION – DECMEBER 2020**FIRST YEAR****OPERATIONS RESEARCH****Time: 3 Hours****Maximum Marks: 75****PART- A****(3 × 5 = 15 Marks)**

**Answer any THREE questions.
All questions carry equal marks**

1. State the limitations of operations research.
2. What is saddle point and value of the game?
3. What are the basic elements of queuing system?
4. Write a note on decision tree with an example.
5. What is the use of Monte Carlo simulation technique?

PART- B**(4 × 15 = 60 Marks)**

Answer any FOUR questions.

All questions carry equal marks

6. Briefly explain the need and importance of quantitative techniques in managerial decision making.
7. What do you mean by two person zero sum game? How do you find the optimal mixed strategy?
8. Differentiate between CPM and PERT network analysis.
9. What are the use and limitations of linear programming problem?
10. Solve the following transportation problem using least cost method.

	D1	D2	D3	D4	Supply
F1	3	1	7	4	300
F2	2	6	5	9	400
F3	8	3	3	2	500
	250	350	400	200	

11. Four persons A,B, C and D are to be assigned four jobs. I, II, III and IV, The cost matrix is given as under, find the proper assignment which will minimize the cost.

		JOBS			
		I	II	III	IV
PERSONS	A	8	10	17	9
	B	3	8	5	6
	C	10	12	11	9
	D	6	13	9	7

12. Solve the following game

		B		
		A	26	24
15	20		22	
17	18		27	

M.B.A. DEGREE EXAMINATION – DECMEBER 2020**First Year****RESEARCH METHODS****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 objectives of research?
2. What is convenience sampling?
3. What are the sources of primary data?
4. Distinguish between exploratory and descriptive research.
5. What are the contents of research report? Discuss.

PART- B**(4 × 15 = 60 Marks)**Answer any **FOUR** questions.

All questions carry equal marks

6. Explain the nature and scope of research.
7. Examine the features of a good research study. What are the different types of research studies?
8. Discuss the various sampling techniques used for data collection. State their merits and demerits.
9. Bring out the guidelines for questionnaire design.
10. Discuss the significance of Chi-square test?
11. Describe the application of parametric test in management research.
12. Discuss various Norms for using table. Charts and diagrams in research.

MBA DEGREE EXAMINATION – DECEMBER 2020**MANAGEMENT****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. Outline the types of production systems.
2. How does ERP help the operations manager?
3. Write short note on “six sigma” concept.
4. What are the requirements for JIT to be successful?
5. What are the steps in preparing control charts?

PART B—(4 × 15 = 60 Marks)

Answer any FOUR questions. All questions carry equal marks.

6. Differentiate the production and operation management functions. How does the role of a manager differ in each type?
7. Explain in detail ‘Materials Requirement Planning’.
8. Discuss the method and scope of capacity requirement planning. How to overcome the challenges in capacity requirement planning?
9. The annual demand of an item is 5000 units. The price of the item is Rs. 160/unit. The ordering cost is Rs. 200 per order. The carrying cost is 5% per unit per year. Determine the Economic Order Quantity.
10. Critically evaluate the application of TQM in the operations function.
11. Discuss how human factor influencing the work place and job design.
12. What do you mean by control chart?

MBA DEGREE EXAMINATION – DECEMBER 2020.**MANAGEMENT****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. Write briefly the essentials of contract.
2. Write short note on settlement of Accounts.
3. What is quasi contracts?
4. State the rights and duties of a buyer.
5. What do you mean by unfair trade practices?

PART - B**(4 × 15 = 60 Marks)****Answer any FOUR questions.****All questions carry equal marks.**

6. Who is an unpaid seller? What are his rights against the goods and the buyer?
7. What is contract? and discuss the essentials of a contract.
8. Explain partnership and bring out its different kinds.
9. Discuss the importance of various types of crossing of cheques.
10. What is meant by actual total loss and constructive total loss in marine insurance?
11. Briefly explain the rights of agents
12. Critically evaluate the salient features of Consumer Protection Act.

MBA DEGREE EXAMINATION – DECEMBER 2020.**MANAGEMENT****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. What do you mean by strategic management?.
2. What are key result areas (KRA)?
3. State the importance of strategic evaluation.
4. What is Environmental scanning?
5. List out the advantages of stability strategy?

PART – B**(4 × 15 = 60 Marks)****Answer any FOUR questions.****All questions carry equal marks.**

6. Elucidate the step by step strategic planning process.
7. Examine the factors affecting organisational appraisal.
8. Explain the different level of strategies under practice.
9. Analyse the advantages of M & A over Joint venture.
10. Discuss in detail the different techniques used for organisational appraisal.
11. How would application of strategy formulation frame work differ from small to large organisation?
12. Why would multi-industry companies find the portfolio approach to strategy evaluation useful?

MAB DEGREE EXAMINATION – DECEMBER 2020.**MANAGEMENT****SECOND YEAR****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. Define supply Chain Management.
2. State the important functions of SCM.
3. What do you mean by Benchmarking?
4. Write a note on VDE matrix.
5. What is 'Cycle Inventory'?

PART - B**(4 × 15 = 60 Marks)****Answer any FOUR questions. All questions carry equal marks.**

6. Identify three key supply chain decision phases and explain their significance.
7. Examine how a company achieves strategic fit between its supply chain strategy and Competitive strategy.
8. Discuss the role of E-Business in a supply chain management.
9. Bring out various issues or challenges faced while managing SCM?
10. Analyse “just in time” and “vendor managed inventory” models.
11. What are the key issues involved in SCM with respect to strategy, tactical and operational levels?
12. Explain how a reduction in lead time can help a supply chain to reduce safety inventory without hurting product availability.

M.B.A. DEGREE EXAMINATION – DECMEBER 2020

FUNDAMENTALS OF LOGISTICS

First Year

Time: 3 Hours

Maximum Marks: 75

PART- A

(3 × 5 = 15 Marks)

Answer any THREE questions.
All questions carry equal marks

1. Define logistics management and explain its nature.
2. Differentiate between inbound and outbound logistics.
3. What are the significances of packaging in logistics management?
4. State the logistics strategy for perishable goods.
5. What are the benefits of reverse logistics?

PART- B

(4 × 15 = 60 Marks)

Answer any FOUR questions.
All questions carry equal marks.

6. Comment on need and importance of logistics in modern organizations.
7. Discuss the advantages and disadvantages of integrated logistics management.
8. Enumerate the association between customer service and logistics management.
9. Elaborate the relationship between financial performance and logistics performance.
10. Compare and contrast between the functions of third party logistics and fourth party logistics.
11. What is e-commerce logistics? How do logistics work in e-commerce?
12. Critically appraise the functions of logistics management in the future.

M.B.A DEGREE EXAMINATION DECEMBER 2020**Logistics Management****LOGISTICS INFORMATION SYSTEM**

Time : 3 Hours

Maximum Marks : 75

PART - A

(3 × 5 = 15 Marks)

Answer any **THREE** questions. All questions carry equal marks

1. List down the different types of system.
2. What is bootstrap process?
3. What are the benefits of cloud computing?
4. What do you meant by DSS?
5. State the ethical issues in IS

PART – B

(4 × 15 = 60 marks)

Answer any **FOUR** questions. All questions carry equal marks.

6. What are the components of Information System? Explain the functions of Information system.
7. Explain the prevailing most popular and efficient business communications tools.
8. What do you mean by operational information systems? Discuss its functions.
9. Explain the different phases of system development life cycle?
10. Discuss the various components of IS in logistics sector.
11. Examine the role of management information system in the business organisation.
12. What is information security triad? How do you plan information security system in an organisation.

M.B.A DEGREE EXAMINATION DECEMBER 2020
LOGISTICS MANAGEMENT
CUSTOMER RELATIONSHIP MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

PART - A (3 × 5 = 15 Marks)

Answer any THREE questions.
All questions carry equal marks

1. Define customer relationship management.
2. What is performance attribute?
3. State the importance of customer retention
4. What is meant by EMA?
5. Bring out content of vision statement.

PART – B (4 × 15 = 60 marks)

Answer any FOUR questions.
All questions carry equal marks.

6. How will you utilize CRM as strategic tool for enhancing business activity?
Discuss.
7. Examine the various dimensions of customer loyalty.
8. Bring out the various usage of interactive voice response.
9. Explain the customer profitability and value modeling.
10. Critically evaluate the benefits of response tracking.
11. Discuss the steps to be taken for implementation of CRM strategies
12. Explain the principles of successful CRM.

M.B.A DEGREE EXAMINATION DECEMBER 2020

LOGISTICS MANAGEMENT

WAREHOUSING AND CONTRACT LOGISTICS MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

PART - A (3 X 5 = 15 Marks)

Answer any THREE questions.
All questions carry equal marks.

1. What is the role of manager of warehouse?
2. State the various constituents of stock keeping units.
3. List out the importance of decentralized warehousing.
4. What do you mean by Just in Time?
5. State the important features of VED?

PART- B (4 × 15 = 60 Marks)

Answer any FOUR questions.
All questions carry equal marks.

6. Examine the importance of common user warehouse in the prevailing scenario.
7. Warehouse management is crucial for logistics management - comment.
8. Analyse the various deterrents which are affecting warehouse location.
9. Critically evaluate the process flow in transportation of temperature controlled stocks from a warehouse.
10. Enlist the essentiality of the continuous evaluation and control of cold chains.
11. Examine the role of effective inventory control in logistics competitive strategy.
12. Enumerate the web based monitoring system for the third party logistics facility.

M.B.A. DEGREE EXAMINATION DECEMBER 2020**Logistics Management****MULTIMODAL TRANSPORT OPERATIONS****Time : 3 Hours****Maximum Marks : 75****PART – A****(3 X 5 = 15 Marks)**

Answer any THREE questions.
All questions carry equal marks

1. State the salient features of multimodal transportation.
2. Write a short note on intermodal transport system
3. Draw the structure of transport costs
4. What are the liabilities of multimodal transport operator?
5. State the importance of international carriage of goods.

PART- B**(4 × 15 = 60 Marks)**

Answer any FOUR questions.
All questions carry equal marks.

6. List out the five different modes of transportation and narrate the most significant characteristics of each mode.
7. What are the selection criteria for mode of transports? Discuss the characteristics of vehicle used.
8. List down statutory documents required to register as MMT operator.
9. Describe the joint operation among the MMT operators and what are the advantage and disadvantages of joint operations.
10. Discuss the various pricing strategies adopted by the various transport operators.
11. Explain the role of field sales and call centers
12. How do you measure the quality of services in the MMT organizations.

M.B.A EXAMINATION DECEMBER 2020**LOGISTICS MANAGEMENT****RETAIL LOGISTICS MANAGEMENT****Time : 3 Hours****Maximum Marks : 75****PART - A****(3 X 5 = 15 Marks)**

**Answer any THREE questions.
All questions carry equal marks**

1. What is retail logistics?
2. List out the features of supply chain transformation.
3. What is meant by E-Tailing?
4. How do you manage fleet?
5. List the home access systems in e-commerce retailing.

PART – B**(4 × 15 = 60 Marks)**

**Answer any FOUR questions.
All questions carry equal marks.**

6. Explain the functions of third PL services providers in the retail business.
7. Enumerate various elements of culture and its impact on marketing strategies.
8. What do you mean by systematic approach? Explain the importance of reusable packaging.
9. Explain the steps in automotive logistics process and its solution.
10. Critically analyse the collaborating strategies in automotive supply chain.
11. List the factors influencing logistics challenges in E-Commerce.
12. Evaluate the contributions of RFID technology towards the retail logistics management.