

Section

Reg. No. :

D 1661

Q.P. Code : [10 DMB – LM 148]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Logistics and Supply Chain Management

LOGISTICS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions

All questions carry equal marks

(5 × 20 = 100)

1. How do you measure the performance of logistics?
Explain in detail
2. Logistics play an important role in competitive strategy — Discuss
3. Give a detailed note on the materials used for packaging in logistics operations
4. Is transportation important in logistics operation?
Substantiate our views by highlighting its role

5. What do you mean by Carrier. Outline the merits and demerits of different types of carriers
 6. Elaborate the role of ports in facilitating logistics operations in India
 7. State the operational and strategic issues in global logistics management
 8. Write a short note on
 - (a) Bar coding
 - (b) Route planning.
 - (c) Warehouse layout
 - (d) Logistics organization.
-

Reg. No. :

D 1662

Q.P. Code : [10 DMB-LM 149]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Logistic and supply Chain Management

RETAIL STORE AND VISUAL MERCHANDISING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Why do you think organized retail is the indication of modern consumerism? How buyers are benefited from organized retailing?
2. How retailing assists in the growth of economy of a country? What happens when the retailing is organized?
3. What is retail environment? What are salient features of retail environment?
4. What are the components of Retail Atmospherics? Explain their importance?

5. Discuss the important consideration in store design. List out the components of a store selling textiles.
 6. What differences you find in designing Racks and Shelves of a departmental store selling FMCG products (including vegetables, milk) and a multibrand store selling house hold durable products.
 7. Explain the objectives of store planning? How will you ensure that adequate merchandising is given while designing the store?
 8. What is store layout? What are the key elements? Draw a layout for store selling consumer electronic products in four floors.
-

Reg. No. :

D 1663

Q.P. Code : [10 DMB-LM 150]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Logistic and Supply Chain Management

**QUALITY MANAGEMENT AND QUALITY
TECHNIQUES**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. (a) Compare and contrast actual quality and perceived quality. (10)
(b) Explain the concept of Total quality management. (10)
2. What is six sigma concept? How is it helpful in the management of quality? (20)
3. How the control chart and acceptance sampling concepts are beneficial in quality control. (20)
4. Explain the benefits of adopting global quality standards in an organization. (20)

5. Describe the evolution of total quality control in Japan and US? (20)
 6. How are run charts and pareto diagrams constructed? Explain their use in quality improvement? (20)
 7. (a) What are the benefits of quality? (10)
(b) What is meant by quality cost? (10)
 8. What are the elements of TQC? Explain. (20)
-

Reg. No. :

D 1664

Q.P. Code : [10 DMB-LM 151]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Logistic and Supply Chain Management

RETAIL MARKETING AND CRM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is organized retailing? Discuss the emergence of organized retailing in India.
2. Elaborate the tactics and techniques adopted by retailers in attracting new Customers.
3. Describe the growth of private-label store brands and explain how retailers can capitalize on this growing trend.

4. Discuss the pros and cons of different methods adopted by retailers for communications with the customers.
 5. Discuss with an appropriate example CRM road map for business applications.
 6. Explain the concept of CRM and justify how store loyalty could be the goal of customer relationship management in retailing.
 7. Explain the transition from CRM to e CRM? Describe the process of implementation of e-CRM.
 8. How do retailers develop and implement CRM programs for the different customer segments. Discuss their approaches in retaining best customers.
-

Reg. No. :

D 1665

Q.P. Code : [10 DMB-LM 152]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Logistics and Supply Chain Management

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. How do you measure the performance of logistic management? Explain in detail.
2. State different types of inventory control methods. Explain any three methods in detail.
3. Explain the future of logistics in global context.
4. Is supply chain very much needed for manufacturing organizations? Substantiate your views.

5. Discuss the different levels of Supply Chain followed in industries.
 6. Compare and contrast the enablers and levels of supply chain improvement.
 7. When do you apply supply chain decision in business strategy? Explain.
 8. Write a brief note on
 - (a) SCOR model
 - (b) Distribution Resource Planning
 - (c) Core competence in supply chain
 - (d) Participants in supply chain.
-

Reg. No. :

D 1666

Q.P. Code : [10 DMB – LM 153]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Logistic and Supply Chain Management

EXPORT TRADE AND DOCUMENTATION

Time : Three hours

Maximum :100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the sources and bases of foreign enquiries in detail.
2. What are the procedure involved in the opening of letter of credit? Explain.
3. Discuss the role of export finance for economic development.
4. What are the problems and challenges involved in determining the export cost and price? Explain.

5. Discuss the various documents have been scrutinized during the inspection of export consignment.
 6. List down and explain the features, merits and limitations of Air way export.
 7. Bring down the explain the different strategies of export marketing.
 8. Highlight the problem and prospects of 100% export oriented units.
-

Reg. No. :

D 1667

Q.P. Code : [10 DMB-LM 154]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Logistics and Supply Chain Management

INTERNATIONAL MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the strategies to be adopted by the companies while entering into international markets
2. What are the bases for segmenting international market? Explain in detail
3. Outline the importance and strategies to be followed in each stages of International Trade Product Life Cycle

4. What are the factors that affect international price determination? Explain
 5. Give an account on international distribution Logistics
 6. Describe the procedure involved in export of goods
 7. Discuss about India's Foreign Trade Policy in current scenario
 8. State the role of World Trade Organization in drafting legal dimensions in the international marketing.
-