

Reg. No. :

D 2694

Q.P. Code : [10 DMB-LM 148]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, MAY 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. Define Logistics Management. How customer service can be accomplished with the help of logistics management? Explain.
2. Give a detailed account on logistics organization.
3. On what basis material handling equipments are selected? Substantiate your views.
4. Discuss the characteristics of any two modes of transportation on your choice.

5. How intermediaries perform their job in Logistics operations? Explain their role.
 6. Discuss the concept and benefits of containerization. What are the different types of containerization?
 7. "Information Technology enabled logistics is more effective" – Comment on this statement.
 8. Write a short note on :
 - (a) 3PL and 4PL
 - (b) E-logistics
 - (c) Reverse Logistics
 - (d) ERP/SAP.
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Reg. No. :

D 2695

Q.P. Code : [10 DMB – LM 149]

(For the candidates admitted from 2010 onwards)

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

Second Year

Logistics and Supply Chain Management

RETAIL STORE AND VISUAL MERCHANDISING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Write an essay about the emergence of organized retailing in India.
2. Explain how organized retail helps to boost the economy of a country. What are the precautions the government should take?
3. What is green marketing? What are the factors that influence green marketing?
4. Discuss the role of atmospherics in Retail Strategy.

5. What is Visual Merchandizing? Why it is so important in promoting sales in a retail store?
 6. What are the issues you will consider while deciding the location, size, design and number of payment counters in a retail store having four floors?
 7. What is Bubble Plan? How it is related to retail store sales?
 8. What managerial issues are involved in store planning? Discuss the functions of store manager.
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Reg. No. :

D 2696

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

(For the candidates admitted from 2010 onwards)

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

Second Year

Logistics and Supply chain Management

**QUALITY MANAGEMENT AND QUALITY
TECHNIQUES**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Is quality management a problem to organization?
Justify your reason. (20)
2. (a) Compare new and old quality philosophies. (10)
(b) What are the various dimensions of quality? (10)

3. (a) Is quality control different from quality assurance? How? (10)
(b) Describe the elements of total quality management. (10)
 4. Explain the concept of OC curve? How is it beneficial in selecting suitable sampling plans?(20)
 5. Explain the different elements of cost contributing to quality cost. (20)
 6. Describe the following: JIT; Quality circles; Quality teams (20)
 7. With suitable example, explain the construction and use of cause and effect diagram. (20)
 8. How the pareto diagram and scatter diagram are useful for quality improvement? (20)
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Reg. No. :

D 2697

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

(For the candidates admitted from 2010 onwards)

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

Second Year

Logistics 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. Discuss the changes impacting retailing in India and explain the importance of marketing within retail industry.
 2. Describe the various techniques of copywriting for retailers.
 3. Explain the basic retail pricing strategy. Discuss the pricing techniques used by retailers for increasing sales.
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4. What are the different types of design that can be used in a store layout? Why are some stores more suited for a particular type of layout than others?
 5. What is CRM? Discuss in detail the conceptual foundations and the process of CRM.
 6. What are the different approaches retailers use to identify customers with their transactions? What are the advantages and disadvantages of each approach?
 7. What is customer Life time value? Why and how do retailers want to determine the lifetime values if their customers.
 8. Explain the following:
 - (a) CRM in B-B markets
 - (b) Differentiate CRM and e CRM
 - (c) Economics of CRM.
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Reg. No. :

D 2698

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

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, MAY 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 distribution is easy with the help of logistics? Explain in detail.
2. Discuss the factors to be considered while locating a company's warehouse.
3. What do you mean by Distribution Resource Planning? Outline the significance of DRP.
4. How supply chain differs from logistics? Discuss the members present in supply chain process.

5. Is supply chain process common for all industries? Substantiate your views with suitable examples.
 6. State and explain the drivers that improves the supply chain performance.
 7. Why do we consider supply chain while deriving business strategy? Explain.
 8. Write a brief notes on :
 - (a) Inventory control.
 - (b) Stores management.
 - (c) Contoured value in SCM.
 - (d) Demand forecasting.
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Reg. No. :

D 2699

Q.P. Code : [10 DMB-LM 153]

(For the candidates admitted from 2010 onwards)

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

Second Year

Logistics and Supply Chain Management

EXPORT TRADE AND DOCUMENTATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the process of obtaining the local quotation and offerings to overseas buyers.
2. What are the steps involve in scrutinizing export order? Explain.
3. How the pre-shipment documentation is being prepared? Explain.
4. List down and explain the major currencies operated in export finance.

5. How the exchange rates are determined? Explain.
 6. Bring down and explain the salient features, merits and demerits of sea support.
 7. List down and explain the complicated problems involved in shipments.
 8. Discuss the recent amendments in EXIM policy.
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Reg. No. :

D 2700

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

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, MAY 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. How do you screen and select international market? Explain.
2. Give an overview about the international marketing management process.
3. What is product line? How do you manage different product line in the international market?
4. Discuss the strategies to be adopted during New Product Development in the international market.

5. What are the roles and functions of overseas agents? Describe the criteria for selecting and management of overseas agents.
 6. Write a detailed note on international distribution logistics.
 7. Explain the documentation procedure followed in India in the International Trade.
 8. Discuss the significance of marketing research. How do you identify opportunities in International Market? Explain.
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