

Reg. No. :

D 2655

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

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Br. 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 correlate logistics and customer service? Discuss the ways to satisfy customers through logistics.
2. Why warehouse is important for manufacturing industry? State different functions of warehousing.
3. State the role of packaging in logistics. Differentiate between consumer packaging and industrial packaging.

4. List out the basic modes of transportation and explain the characteristics of any two modes of transportation of your choice.
 5. Discuss about the role of intermediaries in Logistics.
 6. How different types of carrier will be helpful in logistics operation? Explain.
 7. Bring out the application of Information Technology in Global Logistics.
 8. Write a short notes on :
 - (a) RFID
 - (b) E-logistics
 - (c) Containerization
 - (d) Material Handling efficiency.
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Reg. No. :

D 2656

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

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Logistics 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. Explain about the challenges faced by Indian Retail Industry.
2. Discuss the merits and demerits of organized-retailing trends in retail business.
3. Explain the factors influencing retail environment.
4. Explain about Green Marketing.

5. Elaborately, discuss about the four major parts of retail atmospherics.
 6. Write a brief note on
 - (a) Assortment, and its impact on influencing consumer behaviour towards retail store
 - (b) Problem faced by customers in payment counters and ways to overcome it.
 7. Explain about retail budget.
 8. Write a brief note on the following
 - (a) Explain the different types of store layout
 - (b) Explain the factors involved in selecting the location.
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Reg. No. :

D 1699

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

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, ~~DECEMBER~~ **JUN 2014**

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. Explain the concept of Total Quality. How it is different from regular quality?
2. "6 Sigma is not successful in India". Do you agree? Give reasons.
3. Explain the salient features Statistical process control and its applications.
4. Discuss the importance of Total Quality Management in ensuring customer satisfaction.

5. Analyse the relationship between Quality and productivity? Do you think quality is the only aspect that influences productivity? Explain.
 6. Compare between Total Control System Vs Total Management System. Which is more suitable to Indian manufacturing sector?
 7. Critically evaluate TQC adopted in western countries and Indian.
 8. Compare the applicability of various diagrams and charts used to improve the quality in industries.
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Reg. No. :

D 2658

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

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

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. Elaborate the recent trends and issues of retailing in Indian scenario.
2. What are the challenges and strategies in acquiring and retaining customers? Explain.
3. What is merchandising? How can it be of use to a retailer? How are merchandising policies evolved?
4. Explain the CRM strategies used in retail industry with suitable examples.

5. Explain the major support, problems and challenges an organization faces in implementing a CRM system?
 6. Explain the concept of customer relationship marketing. Why is it important for retailers to retain their customers?
 7. State the importance of locational decisions in retailing. What are the factors which play an important role in the locational choice of a store in a particular city?
 8. What are the objectives of retail pricing? Describe the process involved in retail pricing decisions.
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Reg. No. :

D 2659

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

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Is distribution easy with the help of logistics? Substantiate your views.
2. State the reasons for maintaining optimal inventory, and discuss about selective inventory control techniques.
3. Discuss the recent development of logistics both in Global and Indian context.
4. Explain the different methods for improving supply chain performance.

5. Why do we consider supply chain while deriving business strategy? Explain with suitable examples
6. Give a detailed account on SCOR Model.
7. Bring out the role of managers in Supply Chain Process.
8. Write a brief note on :
 - (a) Levels of supply chain
 - (b) Codification
 - (c) DRP
 - (d) Routing.

Reg. No. :

D 2660

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

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

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. Write a brief note on
 - (a) Sources of generating foreign enquiries
 - (b) Steps followed in scrutinizing export order.
2. Mention the major currencies involved in trade related activities and explain about the relationship among the various exchange rate and its impact on trade related activities.
3. Elaborately, explain the steps followed in preparation of preshipment documentation.

4. Explain the pros and cons of deemed export.
 5. Explain different types of transport documents.
 6. Write a brief notes on
 - (a) EXIM policy of India
 - (b) Functions of Export Import Bank of India.
 7. Explain the different types of economic zones.
 8. Illustrate the role of government organizations in promoting exports.
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Reg. No. :

D 2661

Q.P. Code : [10 DMB – LM 154]

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

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. Elaborate the various techniques involved in screening and selection of markets in Asian context.
2. Enlist the various market entry strategies with their limitations.
3. Explain the emerging issues involved in price quotations and terms of sale in global market scenario.

4. What do you mean by international product designing? Enlist the various techniques involved in it.
 5. Enumerate the various steps involved in the selection and management of overseas agents.
 6. Elaborate the important features of export – import policy of India in current year.
 7. Compare regionalism and multilateralism with its characteristics and advantages.
 8. Elaborate the role of WTO in international marketing.
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