

Reg. No. : .....

D 631

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

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

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. What do you mean by Integrated Logistics Management? Discuss the role of Logistics in Supply Chain.
2. State the objectives and explain the scope of logistic management. Discuss in detail the element of logistic cost.
3. Broadly outline what a logistics manager needs to know about transportation facilities and services.

4. How packaging is important in logistics? Explain consumer and industrial packaging.
5. Describe the role of distribution centre in the logistics system.
6. Explain the stages involved in designing the distribution network in a supply chain management.
7. Analyze the process involved in planning and designing logistics location structure.
8. How will you control costing in logistics? Explain logistics performance measurement and reporting.

Reg. No. : .....

**D 632**

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

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

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. Retail industry in India adds up to the economy of the country. Comment
2. Elaborate on the emergence of organized retailing trends in retailing.
3. Explain the various types and factors of retail environment in green marketing.
4. Discuss in detail, The Scenario of retail environment in India.

5. Describe the key components in retail atmospherics.
6. Define Ensemble in retailing and its significance importance.
7. Explain the modern changes taking place in payment counters and the security issues involved in payments.
8. Discuss the various processes in scheduling a new product with a neat sketch.

Reg. No. : .....

**D 633**

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

(For the candidates admitted from 2010 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2015.**

**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. What is quality? Discuss the various process and terms related to quality.
2. Elaborate on the goals and focus of six sigma. Explain the six sigma enables in detail.
3. Define quality costs. Classify and explain using examples.
4. Describe the role of TQM as a basic strategy. How does it help an organization?

5. Identify the important tools of quality planning and continuous improvements each justify their importance as per your understanding. Explain.
6. Explain the difference between total quality control system and total quality management system.
7. Is JIT possible in the modern times? If so explain.
8. Write notes on :
  - (a) Pareto Diagrams
  - (b) Cause – Effect Diagrams
  - (c) Scatter Diagrams
  - (d) Run charts.

Reg. No. : .....

**D 634**

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

(For the candidates admitted from 2010 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2015.**

**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. Describe the relationship Marketing Strategies in Retailing.
2. Examine the future of Retailing in India, considering the changes in the consumer behavior in the present scenario.
3. Describe the Merchandising Process in detail.
4. Enumerate the factors involved in conceptual foundations of CRM.

5. Write a short notes on :

- (a) CRM road map
- (b) Retail Pricing
- (c) Retail Promotion Strategy
- (d) Product
- (e) Operational issues in implementing CRM.

6. Describe the various techniques involved in getting new customers.

7. Explain the various strategies to turn a regular customer into a lifetime customer.

8. E-CRM is an emerging new trend – Explain in detail.

Reg. No. : .....

**D 635**

**Q.P. Code : [10 DMBLM 152]**

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

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. Describe the current trends in Logistics.
2. Explain various guidelines for logistics performance categories and their measurements.
3. Define the role that distributors play in the supply chain. Discuss the strength and weakness of various distribution options.
4. What are the major obstacles that must be overcome to successfully manage supply chain? Discuss.

5. Elucidate the major drivers of supply chain performance.
6. Identify the three key supply chain decision phases and explain the significance of every one.
7. Explain what you think an executive meant by this statement: "Every management mistake ends up in inventory".
8. Explain the SCOR model with a diagrammatic representation.

Reg. No. : .....

D 636

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

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

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. A letter of credit reconciles the conflicting interests of buyers and sellers in an export contract. Discuss.
2. How the exchange rate can be determined with the help of market forces?
3. What is duty drawback? What are the different types of duty drawback? Explain the procedure for claim drawback.

4. Define free trade zone. What are the benefits to exporters and importers in a free trade zone?
5. Explain the procedure of clearance of goods when sending by post.
6. Write a note on :
  - (a) Scrutinizing export order,
  - (b) Inspection of export consignment.
7. What are the different INCOTERMS with respect to the responsibilities and obligations of the seller? Explain.
8. What are the various stages in export procedure? Explain customs formalities in export procedure.

Reg. No. : .....

**D 637**

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

(For the candidates admitted from 2010 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2015.**

**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. Explain about international market segmentation. Discuss the bases for segmenting the international market.
2. Elaborate on any two international market entry strategies which are adopted by software companies.
3. State and explain the factors that affect international price determination of a product.

4. Outline the concept of international product standardization and adaptation.
5. Analyze the role and functions of the intermediaries in international distribution channels.
6. Discuss the characteristics of international advertising, and explain the similarities and dissimilarities between international advertising and national advertising.
7. Highlight the significance of export — import policy of India for the current year.
8. Describe the role of WTO in guiding the legal dimensions in International Marketing.