Corporation of India Limited (CONCOR).

How commodities are classified as per Container

Discuss the different types of containers in detail.

Explain the factors influencing transportation.

Down its advantages.

What is Multi-modal transport of Goods? Write

management.

Discuss the need and objectives of logistics

I. Answer any five questions.

PART A — (5 × 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

INTERNATIONAL LOGISTICS MANAGEMENT

International Business

Fourth Semester

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

MIB 4004

MB 4004

Give suggestions to the company to take over
As a logistics consultant, you are required to
Distinguish between the various departments.
Highlight the necessity of the information
Explain the role of the logistics department

restructure the following:

You are required to guide the company
account for the changeover in the pack size in the
meet the larger of projected demand as well as to
production was required to be started earlier to
75,000 and 175,000 for the second month. The
could be sold for the first month was around
6. What are the services offered by third party logistics provider?

7. Describe the merits and demerits of air transport.

8. Discuss the objectives of warehousing.

9. Explain the functions of logistics management.

10. Discuss the various factors that influence distribution and logistics.

11. Enumerate the documents used in transportation.

12. Describe the procedure for the approval and implementation of Container Freight Station (CFs) or Inland Container Depots (ICDs).

13. Explain the main activities of CONCOR.

14. Explain General Structure of Shipping and its significance. What are the commodities traded by sea?

15. What are the objectives of inventory management? Explain how inventory can be managed successfully.

16. Discuss the different types of warehouses.

PART B — (5 x 10 = 50 marks)

Answer any FIVE questions.

17. Case Study:

Read the case given below and answer the questions given at the end:

The management of noodles company was contemplating on introducing 200 grams pack of noodles into the Indian market at Rs.10 per pack. This was only for one month, which was construed to be as test marketing period. During this period, the company wanted to have a blitz strategy of flooding the market with their product.

In the subsequent month, the management of noodles company had planned to raise the price of the pack to Rs. 15, while the weight of the pack to be fixed at 250 grams. A free gift in the form of a plastic bowl with a spoon was also planned.

Two months before the launch of the actual production, the marketing department of the company brought out advertisements regarding the noodles. The advertisements were displayed on bill boards, TV, radio, print media. Schools and colleges were also targeted to rope in students and children to buy the product.

Production of the noodles was planned to be started along with the marketing program. The forecast of the number of expected packets that