

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)

B.Tech (Marine Engineering) - Semester VIII
December 2015 End Semester Examinations

TRANSPORT & LOGISTIC MANAGEMENT

Subject Code: UG11E1802

Time: 3 hrs
Date: 06.01.2016

Max Marks: 100
Pass Marks: 50

Part - A

(10x3 = 30 Marks)

Compulsory Question

1. a. Explain Maslow's Hierarchy needs
b. Explain Decision support System
c. What is inflation?
d. Define Management Accounting?
e. Explain the importance of ECGC
f. What is Multimodal transport?
g. Explain the importance of Research.
h. What is strategy?
i. What is berth?
j. How do you assess Port performance?

Part- B

(5x14 = 70 Marks)

Answer any Five of the Following

2. A. "Transport systems help to overcome the effects of distance"-Discuss (7 Marks)
B. "The Nation needs better measures of Urban Transportation Performance"-
Comment (7 Marks)
3. A. What do you understand by Human Resource Planning? (7 Marks)
B. Differentiate between job evaluation and performance appraisal. (7 Marks)
4. A. Explain the Law of Demand. (7 Marks)
B. What is oligopoly? (7 Marks)
5. A. What is Management Accounting? Explain its nature and scope. (7 Marks)
B. Discuss the various types of LCs. (7 Marks)
6. A. Explain 3PL concept in Supply Chain (7 Marks)
B. What are INCOTERMS? Explain them. (7 Marks)
7. A. Explain the term "Berth Hire Charges" (7 Marks)
B. Discuss the role of pricing in marketing strategy of a port (7 Marks)
