

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

**May/June 2015 End Semester Examinations**

**SEMESTER – II, M.B.A (INTERNATIONAL TRANSPORTATION AND LOGISTICS  
MANAGEMENT)**

**LOGISTICS AND OPERATIONS MANAGEMENT (T 1205)**

**Date:13.06.2015**  
**Time:-3 Hrs**

**Max.Marks:60**  
**Pass Marks:30**

---

**SECTION – A**

**(12x1=12 Marks)**

*Answer ALL the questions. All question carry equal Marks*

1. Primary activities in Porter's value chain include
  - a) Procurement activity
  - b) Human resource activity
  - c) Operations
  - d) Technology development
2. Cost of making an order is similar to
  - a) cost of holding inventory
  - b) set up cost
  - c) stock out cost
  - d) variable cost
3. Third party logistics provider is
  - a) provision of logistics services by an external provider
  - b) transportation by three modes of transport
  - c) in house operation
  - d) used only between suppliers
4. ship building operation is performed in
  - a) group technology lay out
  - b) fixed position layout
  - c) process lay out
  - d) product lay out
5. World scale in shipping indicate
  - a) load a ship can take
  - b) An international freight index for tankers
  - c) Route in which bulkers will operate
  - d) Maximum permissible containers in a ship

6. Delivery lead time is
- a) time for purchase of inputs for processing
  - b) time consumed by distribution system including warehousing & transportation
  - c) time required for conceptualizing & producing
  - d) all the above
7. Taguchi considers Quality
- a) in terms of loss to customer by supplying other than perfect
  - b) in terms of internal failure cost
  - c) in terms of external failure cost
  - d) in terms of appraisal and prevention costs
8. ABC analysis in inventory management follows
- a) JIT approach
  - b) Zero defect approach
  - c) Management by exception approach
  - d) Quality circle approach
9. Logistics is
- (a) Not time related in positioning of resources.
  - (b) Not concerned with strategic management of the total supply chain.
  - (c) concerned with leanness, agility and integration
  - (d) Concerned with product design and pricing.
10. Demand management is a system of
- a) Supply strategy
  - b) Customer focused strategy
  - c) Meeting demand with aggregate planning
  - d) Creating demand to meet supply
11. Q system of inventory is concerned with
- a) Ordering inventory whenever needed of same quantity
  - b) Ordering inventory at regular intervals of same quantity
  - c) Ordering different inventory quantity each time
  - d) Amount of reserve stock
12. Difference between intermodal and multimodal transportation is
- (a) In selecting carriers for transportation.
  - (b) As intermodal uses different transport providers, under a single contract. .
  - (c) Multimodal uses different transport providers, each with its own independent contract
  - (d) Multimodal uses different transport providers, under a single contract.

**SECTION – B**

**(5x4=20 Marks)**

***Answer ANY five of the following questions. Each answer should not exceed 200 words.***

13. Compare 3 PL and 4PL Concepts in supply chain
14. What is meant by lean supply chain? For which products and markets it will be applicable?
15. What is meant by competitive advantage? What is the role of logistics in providing competitive advantage?
16. What is the advantage of cross docking? How ware house helps in cross docking operation?
17. How the shipping container made the world smaller and world economy bigger?
18. Define productivity. And discuss the ways in which productivity can be increased
19. Explain the risks associated in transportation and the type of insurance cover available

**SECTION – C**

**(4x7=28 Marks)**

***Question No. 20 is compulsory. Answer ANY THREE of the remaining questions  
Each answer should not exceed 500 words.***

20. A mail order house uses 18000 boxes per year. Inventory carrying costs are 0.6 Rs per box per year .Ordering costs are Rs 96 per order .the following price schedule applies. Determine a) Optimal order quantity b) Number of orders per year

Number of boxes price per box (Rs)	
1000 to 1999	1.25
2000 to 4999	1.20
5000 to 9999	1, 15
10000 or more	1.10

21. a) What are the various types of Ships used in Marine Transportation. How the capacity of the ship is calculated.  
b) What is the difference between group technology layout and FMS layout?
22. What are the approaches in selecting a location for a ware house? Explain any one approach with example.
23. a) What functions are performed by bill of lading? Distinguish between straight bill of lading and order bill of lading  
b) Explain the importance of process selection
24. What are the key elements of TQM approach? What is the driving force behind TQM?
25. What factors influence in selecting a particular mode of transport? Compare the five transport modes which are available on the basis of above factors.

\*\*\*\*\*