

could be sold for the first month was around 75,000 and 1,25,000 for the second month. The production was required to be started earlier to meet the target of projected demand as well as to account for the changeover in the pack size in the second month.

You are appointed as logistics consultant by the company. You are required to guide the company regarding the following :

- (a) The Company is keen that its product must be well received in the market. What coordination is required between the production, marketing and other department of the company?
- (b) Explain the role of the logistics department in the introductory phase.
- (c) Highlight the necessity of the information sharing between the various departments.
- (d) As a logistics consultant, you are required to foresee the type of difficulties, which the company could face during the changeover. Give suggestions to the company to tide over these difficulties.

MBIB 4004

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

Fourth Semester

International Business

INTERNATIONAL LOGISTICS MANAGEMENT

(2012 – 2013 Batch Onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss the need and objectives of logistics management.
2. What is Multi-Modal transport of goods? Write down its advantages.
3. Explain the factors influencing transportation.
4. Discuss the different types of containers in detail.
5. How commodities are classified as per Container Corporation of India Limited (CONCOR).

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.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

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 C — (1 × 20 = 20 marks)

Compulsory.

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