

**MBA-834****MSP-14/  
MSPL-14**

M.B.A. DEGREE EXAMINATION  
JANUARY, 2009.

(AY 2006-07 onwards)

First Year

Shipping and Logistics Management  
MANAGEMENT INFORMATION SYSTEMS

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should not exceed  
2 pages.

Answer for 15 marks questions should not exceed  
5 pages.

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What is a systems?
2. Explain logical data elements.
3. Explain decision support system.

4. Explain SWOT analysis.
5. Explain software piracy.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Differentiate between goals, objectives and strategies.
7. What are one benefit of DBMS?
8. How do you think sales force automation influence salesperson productivity, marketing management and competitive advantage.
9. Discuss the role of planning in the business and how Information Technology can be used in planning process.
10. Describe and give examples to interrelate how you might use each of one steps of the information system development cycle to develop and implement a business information system.
11. List advantages and disadvantages of using prototyping.
12. Explain the effect of global business strategy of the trend toward a transactional business strategy by international business organisation.

**MBA-790****MSP-15**

**M.B.A. DEGREE/D.I.M. EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**MARKETING MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Define Market Segmentation.
2. Explain Services Marketing.
3. What are the elements of a brand?
4. What are the elements of Marketing Research?
5. What are the steps in Planning and Development of a new product?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the factors that determine buyer's behaviour.
7. How are service marketing usually classified? Explain.
8. Discuss how information technology influence Marketing Decision.
9. What are the objectives of Sales Promotion?
10. Explain Pricing policies for the new consumer product.
11. What are the factors that influence Channel distribution decisions?
12. Discuss the emerging trend and challenges as applicable to Indian consumer goods industry in the context of globalized marketing environment.

**MBA-835****MSP-15/  
MSPL-15**

M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.

(AY 2006–07 batch onwards)

First Year

Shipping and Logistics Management

MARKETING MANAGEMENT

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What are the functions in marketing products and services?
2. Enumerate the constituents of marketing information system.

3. What are the various steps in executing marketing research?
4. What are the levels of product mix?
5. Explain the need and importance of societal marketing.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Examine the steps involved in the process of segmentation. How will you segment consumer durables market?
7. Evaluate the key criteria of industrial marketing. How does it differ from consumer marketing?
8. What are the components of marketing mix? How does the focus of marketing mix emerge in the changing market conditions?
9. Enlist the different classes of products in consumer and industrial market. Discuss the need for new product development.

10. Describe the management principles of managing brands pricing and packaging.
  11. How does the promotion mix vary with customer requisition, retention and development?
  12. What are the similarities and dissimilarities of rural marketing and relationship marketing?
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**MBA 791****MSP-16**

**M.B.A. DEGREE/D.I.M. EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**FINANCIAL MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**SECTION A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. State the scope of financial management.
2. What is the meaning of optimum capital structure?
3. Define the concept of cost of capital.
4. What is the degree of combined leverage?
5. List out the guidelines for issue of bonus shares.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What are the factors determining the working capital requirement of a concern?
7. Explain the concept of wealth in the concept of wealth maximisation objective.
8. State and explain the various sources of long term funds for a large scale organisation.
9. Explain the different theories of dividend policy.
10. What are the different types of credit policies? Illustrate with examples.
11. A firm is considering an expenditure of Rs. 60 lakhs for expanding its operations. The relevant information is as follows :

Number of existing equity shares = 10 lakhs

Market value of existing share = Rs. 60

Net earnings = Rs. 90 lakhs

Compute the cost of existing equity share capital and of new equity capital assuming that new shares will be issued at a price of Rs. 52 per share and the cost of new issue will be Rs. 2 per share.

12. Mahima Ltd., has a net operating income of Rs. 30 lakhs. Mahima employs Rs. 100 lakhs of debt capital carrying 10 percent interest charge. The equity capitalisation rate applicable to Mahima is 15 percent.

What is the market value of Mahima under the net income method? Assume there is no tax.

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**MBA-792****MSP-17**

**M.B.A. DEGREE/D.I.M. EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**HUMAN RESOURCE MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**SECTION A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Define human resource management and explain its characteristics.
2. What is job design? How it is different from job analysis?
3. Explain the concept morale.

4. Evaluate the role of rewards and punishments in motivation.
5. Identify the modern sources of recruitment.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. “Tests are useful in predicting the failure rather than the success of the candidate on the job”—Discuss.
7. Explain the significance of job satisfaction.
8. Distinguish between minimum wage, fair wage and living wage.
9. Comment on the different types of training programmes used in Indian industries.
10. Examine the importance of training of personnel towards the development of an organization.
11. Enumerate the process of human resource planning.
12. Explain the role of fringe benefits and non-fringe benefits in the performance of employees in an organisation.

**MBA-836****MSP-17/  
MSPL-17**

M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.

(AY 2006-07 batch onwards)

First Year

Shipping and Logistics Management

**HUMAN RESOURCE MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should not exceed  
2 pages.

Answer for 15 marks questions should not exceed  
5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Outline the scope of Human Resources Management.
2. Give the salient merits and demerits of employment interview.

3. Briefly explain succession planning for management development.
4. Discuss briefly job evaluation.
5. How can collective bargaining be made effective?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks

6. Explain the structure of HRM Department of a large organisation and give the managerial and operational functions.
7. What are the general principles in psychological testing? Discuss some psychological tests used in industrial selection and placement.
8. Discuss in detail the approaches to job design.
9. How would you conduct a supervisory training programme? Is tailor-made individualistic training most suitable for supervisors? Why?
10. What is meant by compensation system? Briefly point out different systems used in organisational settings.
11. What are the methods of performance appraisal? Which of these you recommend for appraising managerial personnel in a manufacturing organisation?
12. What are the determinants of quality of working life? Explain.

**MBA-793****MSP-18**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**OPERATIONS RESEARCH**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What is degeneracy?
2. What is unbalanced transportation problem?
3. What is Saddle Point?
4. Differentiate PERT and CPM.
5. Briefly explain the types of queuing system.

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

6. Solve the following L.P.P. graphically :

$$\text{Maximize } z = 2x_1 + 3x_2$$

subject to

$$3x_1 + 4x_2 \leq 12$$

$$2x_1 + 3x_2 \leq 6$$

$$4x_1 + 5x_2 \leq 20$$

$$x_1, x_2 \geq 0.$$

7. Explain resource levelling and resource smoothing.

8. Discuss the applications of game theory.

9. Explain the special cases of Linear Programming problem.

10. Solve the assignment problem given below :

		Machine			
		A	B	C	D
Job	1	3	6	2	4
	2	7	1	3	2
	3	3	8	5	8
	4	6	4	3	7
		2			

**MBA-793**

11. Draw the network diagram and calculate the critical path, critical time from the following :

Activity :	A	B	C	D	E	F
Predecessor :	—	A	—	B, C	B	D, E
Estimated time :	5	4	7	3	4	2

12. Solve the transportation problem given below :

To From	X	Y	Z
A	17	15	16
B	20	19	17
C	25	16	17

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**MBA-794****MSP-19**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**RESEARCH METHODS**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. What are the essentials of a scientific method of research?
2. Write short notes on 'review of literature'.
3. Explain convenience sampling with its limitations.

4. Differentiate primary sources of data from secondary sources.
5. What is meant by level of significance? How it is interpreted?

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Enumerate the problem faced by the social science researchers in India.
7. “A problem well stated is half-solved” – Comment.
8. Briefly bring out the sources for review of literature.
9. How would you classify research designs?
10. Evaluate interviewing as a method of data collection.
11. Distinguish between parametric and non parametric tests.
12. Describe briefly how a research report should be presented.

**MBA-837****MSP-19/  
MSPL-19**

M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.

First Year

**RESEARCH METHODS**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

PART A — ( $3 \times 5 = 15$  marks)

Answer any THREE questions.

All questions carry equal marks.

1. What are the various types of research? Explain.
2. What are the advantages and pitfalls in using the probability sampling method?

3. What are the differences and similarities relating to participants and non participant observations as research methods?
4. What are the features of non parametric tests? When should they be used in the research?
5. What is the significance and importance of report writing?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Identify, select and formulate a research problem of your own.
7. What are the various methods of sampling? Evaluate the relative merits of them.
8. Explain the various techniques of interviewing. How to overcome the limitations of interviewing?
9. Prepare a format of a good questionnaire. What are the advantages and the limitations of using a questionnaire?
10. Write a brief note on
  - (a) Chi Square
  - (b) Multivariate analysis
  - (c) Kruskal-Wallis test

11. What are the various assumptions of the parametric and non parametric statistical tests?

When would you use a Z test and ANOVA (Two-way)? Explain.

12. Preparing the report is the most difficult task in the process of research. Do you agree? Why or Why not? What are the major challenges in preparing a good report?

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**MBA 795****MSP-20**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(A.Y. 2005–06 batch onwards)

**OPERATIONS MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Outline the types of production systems.
2. What are 'ERP packages'?
3. What are the requirements for JIT to be successful?
4. Briefly explain six sigma concept.
5. What is meant by motion study?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Account for the growing importance of operations management and examine its relevance to service organisations.
7. Explain in detail 'Materials Requirement Planning'.
8. How is inventory classified? Explain ABC classification with an illustration.
9. The annual demand of an item is 5000 units. The price of the item is Rs. 160/unit. The ordering cost is Rs. 200 per order. The carrying cost is 5% per unit per year. Determine the Economic Order Quantity. Derive the formula used and state the assumptions made.
10. Explain with reference to an OC curve, acceptance sampling.
11. Discuss how human factors influence the work place and job design.
12. How is standard time for a job determined? Explain the steps involved.

**MBA 796****MSP-21**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(A.Y. 2005–06 batch onwards)

**ENTREPRENEURSHIP**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Briefly explain the factors constituting entrepreneurial environment.
2. Explain the suitability of sole proprietorship for entrepreneurship.
3. Explain the importance of Feasibility Analysis.
4. What are the advantages of Lease financing and Hire purchase?
5. Briefly explain the problems of rural entrepreneurship.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. In the Indian context, explain the specific role that entrepreneurship has fulfilled in the economic development of the country.
7. 'The rate of entrepreneurial mobility in India has been tardy and slow'. Explain.
8. Describe the problems faced by EDPs.
9. How are projects classified? In your view, which criterion seems to be more rational and acceptable for classification of projects?
10. Explain the commonly used methods of Market Analysis.
11. Explain the various sources available to a small scale enterprise to raise funds.
12. Explain the need for industrial estates and give an account of performance and problems of industrial estates in India.

**MBA 797****MSP-22**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(A.Y. 2005–06 batch onwards)

**BUSINESS LAW**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Explain how contracts are discharged by mutual agreement.
2. What are the rights of a partner?
3. Distinguish between sale and agreement to sell.
4. How is agency terminated by operation of law?
5. Explain the term unfair trade practice as given in the Consumer Protection Act.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What are quasi-contracts? Explain the various kinds of quasi contractual obligations as given in the contract Act.
7. Explain the classification of companies on the basis of number of members and control.
8. Explain various types of crossing of cheques.
9. What is meant by actual total loss and constructive total loss in marine insurance? Discuss the rules regarding abandonment in case of constructive total loss.
10. Explain the rules regarding assignment of life policies. Distinguish between Assignment and Nomination.
11. Explain the important provisions of MRTTP Act.
12. Explain the provisions involved in Industrial licensing.

**MBA 798****MSP-23**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(A.Y. 2005–06 batch onwards)

**STRATEGIC MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What is the need for strategic management?
2. Explain Corporate Governance.
3. What is Environmental scanning?
4. What are the advantages of stability strategy?
5. What is strategic evaluation?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the step by step strategic planning process.
7. Briefly explain the factors affecting environmental appraisal.
8. What are the advantages of M & A over Joint venture?
9. Discuss in detail the different techniques used for organisational appraisal.
10. Write short notes on :
  - (a) Life cycle analysis
  - (b) Competitor analysis
  - (c) Corporate portfolio analysis.
11. Bring out the relationship between strategic management and corporate social responsibility.
12. Explain Du-pont control model used for strategic control.

**MBA-841****MSP-23/  
MSPL-23**

M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.

Second Year

Shipping and Logistics Management

**STRATEGIC MANAGEMENT**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Define Strategy, Strategic Planning and Strategic Analysis.
2. Explain the difference between Vision and Mission Statements with suitable example.
3. Discuss SWOT analysis with an organizational example.

4. Analyze the implications of globalization in formulating strategy.
5. “Poor organization structure declines organization”. Discuss.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the manner in which strategic planning approach would differ in profit-oriented and not-for-profit organizations.
7. List and discuss five potentially vulnerable areas for a business without a stated company mission.
8. Many business neglect industry analysis. When does this hurt them; when does it not? Discuss with suitable organizational example.
9. Briefly explain two important recent changes in the remote external environment of Indian business in each of the following cases : (a) Economic (b) Political (c) Social.
10. Describe the process used to identify key internal factors in a firm's strategic management process.

11. How does strategic analysis at the corporate level differ from strategic analysis at the business level? How are they related?

12. Define organizational culture. Explain different types of organization culture on organization strategy execution.

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**MBA 799****MSP-24**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(A.Y. 2005–06 batch onwards)

**INTERNATIONAL BUSINESS MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What are the reasons for internationalisation of Business?
2. Explain the importance of International Marketing.
3. What are the issues that should be negotiated in Foreign Collaboration?
4. Explain in detail about countervailing duties.
5. What are the two international arbitration institutions available? Explain them.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Bring out the importance of economic and legal environment for carrying out international business.
7. Discuss the role played by MNC's in technological transfer.
8. Explain the recent happenings in Indian joint ventures abroad with example.
9. Discuss the impact of Regional economic agreements on the trading activities of the member countries.
10. Explain in detail the structure and functions of WTO.
11. Write short notes on : (a) TRIPS (b) Anti dumping duties.
12. As an International business expert suggest ways to an exporter about how to settle international commercial dispute.

**MBA-842**

**MSP-24/  
MSPL-24**

**M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.**

**Second Year**

**Shipping and Logistics Management**

**INTERNATIONAL BUSINESS MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Explain the concept of international Business Environment.
2. Elucidate the UN code of conduct of MNCs.
3. Define common Market. Give examples.

4. Explain the significance of foreign collaboration in the liberalised economic environment.
5. Explain the activities of WTO.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the international Business Environmental factors.
7. Define and discuss the concepts of Customs Union.
8. Discuss the recent trends in India's foreign direct investment.
9. Explain the factors in drafting a technical assistance agreement.
10. Explain intellectual property rights and its impact on World Trade.
11. Discuss the procedure for international commercial arbitration.
12. Explain the strategies followed by multinational companies in maximising their market share.

**MBA-800****MSP-30**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**SECURITY ANALYSIS AND PORTFOLIO  
MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. What are the features of Equity Share?
2. What are the requirements for testing?
3. Differentiate technical analysis from fundamental analysis.

4. What are the characteristics of Sharpe's single under model?
5. What are the reasons for portfolio revision?

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What are the analysis to be done before purchasing a company's share?
7. Explain in detail the recent developments in derivative's market.
8. What are the assumptions of technical analysis? Explain the method of evaluation of technical analysis.
9. Explain in detail about Markowitz's approach in portfolio selection.
10. 'APT is a better method of market analysis than CAPM'—Discuss in detail.
11. Explain briefly the process of REMAT and DEMAT.
12. Explain the advantages and disadvantages of primary and secondary market and their differences.

**MBA-801****MSP-31**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**MANAGEMENT OF FINANCIAL SERVICES**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**SECTION A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. What is Capital Market?
2. What do you understand by Hire-Purchase Finance?
3. Write short notes on Factoring. Why is factoring needed?

4. What do you understand by Leasing finance?
5. What benefits are derived by investors in the Mutual Funds?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the various financial services available in the market.
7. Factors contributing to the growth of NBFCs – Discuss.
8. What precautions should a bank take when sanctioning credit facilities to a financier who does hire-purchase business in motor vehicle?
9. Discuss the various functions of factoring.
10. Explain in detail, the merits of credit rating.
11. Describe the advantages enjoyed by the investors of Mutual Fund.
12. Who are Merchant Bankers? What are their functions and responsibilities?

**MBA 802****MSP-32**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

**(AY 2005-06 batch onwards)**

**TAX MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Who is known as Assessee-in-default?
2. What do you mean by Annual Value of property?
3. What is meant by “Profession” as per Income Tax Act?

4. Briefly explain the provision relating to set-off of the speculation loss.
5. What do you mean by “Partnership firm” as per Income Tax Act?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the basic concepts of Income Tax.
7. Discuss the characteristics of salary.
8. Mr. R held the following investments :
  - (a) Rs. 89,800 10% (Tax free) Debentures of a listed company (rate of TDS 10.2%).
  - (b) Rs. 100,000 Punjab Govt. Loan.

Compute his income from interest on securities for the year ending 31.3.06 if interest accrues annually on 1st January.

9. Explain the Income Tax provisions relating to the assessment of individuals.
10. What deductions are allowed to a company out of gross total income? Explain.

11. Discuss the features of “Income”.
  12. Explain the provisions relating to claim of expenses on Scientific Research.
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**MBA 803****MSP-33**

M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.

(AY 2005-06 batch onwards)

INTERNATIONAL FINANCIAL MANAGEMENT

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Explain the nature and scope of International Working Capital Management.
2. List out the various methods of Inventory Control.
3. What are the various sources international investments?

4. What is present value analysis?
5. What are the various methods of controlling cash flows?

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

6. Explain the recent changes in International Capital Markets.
7. Explain the various methods of capital budgeting.
8. Explain Capital Asset Pricing Model with an example.
9. What are the factors to be considered while taking Cash Management Decisions in across the countries?
10. Explain the nature and scope of international asset pricing model.
11. Explain any four institutions involving in International Financing.
12. Explain the various issues involved in Investment Analysis.

**MBA 804****MSP-40**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**MARKETING RESEARCH AND CONSUMER  
BEHAVIOUR**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Discuss the scope of marketing research.
2. What is market segmentation?
3. What do you mean by consumerism?
4. Write short notes on market research.
5. What is a questionnaire?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What is marketing research design? Explain its types.
7. Explain in detail about the scope and objectives of advertising research.
8. Explain briefly about various primary data collection methods.
9. Discuss the Howard-Sheth model of consumer behaviour.
10. Discuss the impact of culture, subculture and language on consumer behaviour.
11. Briefly explain the consumer decision-making process.
12. How will you carry out sales analysis?

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**MBA 805****MSP-41**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**ADVERTISING AND SALES PROMOTION**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What are the elements promotion mix?
2. Advertising increases the cost? Give arguments in favor of advertising.
3. What are the benefits of having an in-house agency?

4. What are the objectives of a trade promotion?
5. What are the points to be kept in mind for handling objections in Advertising?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What are the various methods of post-copy testing and discuss the strength and weakness of each?
7. Briefly describe the personal selling process. How would the sales presentations differ in the following cases? (a) Selling a life insurance policy (b) Selling office computers.
8. Discuss the conventional structure of the advertisement used in print media.
9. How does the family influence the consumer socialisation of children? What role does television advertising play in consumer socialisation?
10. What is out-door media? List out the advantages and disadvantages of outdoor media.

11. “Advertising is a paid form of non-personal presentation.” In the light of above statement discuss the various aspects of advertising.

12. In what type of market situations comparison advertising is useful? Discuss with examples.

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**MBA 806****MSP-42**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(A.Y. 2005–06 batch onwards)

**SERVICES MARKETING**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Differentiate goods and services.
2. What are the marketing problems caused by intangibility?
3. What is market segmentation?
4. List out the benefits of CRM.
5. Write short notes on internal marketing.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss the role of services Industry in modern economy.
7. What is product differentiation? How will you differentiate the services?
8. Outline the stages in new service development process.
9. What is service quality? Discuss the various services quality dimensions.
10. Explain the importance of 'process' element in service marketing mix.
11. Device a promotional strategy for an insurance company.
12. To what extent do the motivations of individual tourists vary? Give suitable illustrations.

**MBA 807****MSP-43**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(A.Y. 2005–06 batch onwards)

**INTERNATIONAL MARKETING**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Distinguish between domestic marketing and international marketing.
2. What are the objectives of WTO?
3. What are some of the unique characteristics of Indian culture?
4. How is the tele-conferencing carried out?
5. Distinguish among conference lines, independent lines and tramp vessels.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. The culture of a country affects the consumer preferences and business practices. Discuss the implications of the cultural variations in different countries for exports business.
7. Explain the rules governing the multilateral trading system as evolved under GATT '94.
8. Describe the functions of export management.
9. “Packing influences the perception of an importer as regards capability of the exporter deliver the goods in safe condition”. Do you agree? Explain.
10. What do you understand by ‘Bill of Lading’? Explain various types of bill of lading.
11. Write an essay on customs duties and its impact in International Marketing.
12. By marketing in a foreign country, must a firm automatically utilise geographic segmentation or some other segmentation basis?

**MBA 808****MSP-50**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(A.Y. 2005–06 batch onwards)

**HUMAN RESOURCE DEVELOPMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What we understand by the word key performance areas in HRD?
2. Write short note on “Development Oriented Appraisal System”.
3. How to identify training needs?
4. Differentiate between training and management development programmes.
5. Explain the steps involved in career planning.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss the evolution and growth of a HRD.
7. Explain the types of performance appraisal methods.
8. How to design a training programmes? What are the merits to be possessed by the Trainers?
9. Explain the management development programmes steps. What are the qualities of a Management Development Programme Designer in Organization?
10. Discuss the O.D. Process and its O.D. Intervention Techniques.
11. Critically evaluate the HRD growth and experiences in India.
12. “Training is a tool to be considered as a investment for an organization not as an expenditure”. Comment your views.

**MBA 809****MSP-51**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(A.Y. 2005–06 batch onwards)

**LABOUR LEGISLATIONS**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Write a note on Grievance Settlement Authority.
2. What are the rights of the employees under the payment of Gratuity Act, 1972?
3. Write a note on the importance of the Minimum Wages Act 1948.
4. What is the object of the equal Remuneration Act 1976?
5. What are the provisions of employment of children and young persons under the Tamil Nadu Shop and Establishment Act 1947?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What are the obligations and rights of workers under the factories Act 1948?
7. What are the various methods for the settlement of industrial dispute under the Industrial Dispute Act 1947?
8. What are the different types of benefits provided by the Employees State Insurance Act 1948?
9. Write a note on the scope and objectives of the employees provident funds and Miscellaneous Provisions Act 1952.
10. Write a note on the employees liability for paying wages. Is he entitled to make any deductions at the time of payment.
11. Discuss the main provisions of the Minimum wages Act 1948.
12. What are the special provisions of the payment of Bonus Act 1965?

**MBA 810****MSP-52**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(A.Y. 2005–06 batch onwards)

**ORGANIZATIONAL DEVELOPMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Discuss the nature of planned change in the context of OD.
2. What are the two important activities in providing useful feed back?
3. What are T. Groups? What are its objectives?
4. Describe self-managed teams.
5. What are the different career stages?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss the role of change agent or OD consultants in OD.
7. Discuss the objectives of large group interventions and how to do it?
8. Discuss Re-engineering as an approach to restructuring organization.
9. Discuss the process of performance appraisal.
10. Explain gain sharing as a method of rewarding employees to motivate them for better performance.
11. Discuss the concept of organization culture.
12. What are the causes of stress? How would you diagnose existence of stress?

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**MBA-811****MSP-53**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**STRATEGIC HUMAN RESOURCE  
MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Define Strategic Human Resource Management.
2. What is Counselling?
3. What is Performance appraisal?
4. What is Career Planning?
5. What is Human resource planning?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain briefly, the nature and importance of strategic human resource management.
7. “Frequent changes in work role affects the organisation adversely”. Do you agree? Substantiate.
8. Explain briefly about the various organisational structures with appropriate examples.
9. Explain in detail about strategic career planning.
10. Explain the various challenges to management thinking.
11. Explain briefly, the various economic indication of human resource management.
12. Explain the following terms :
  - (a) Job design
  - (b) Job rotation
  - (c) Job specification.

**MBA-812****MSP-60**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**PROJECT MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Explain the importance of studying project life cycle.
2. What do you understand by work breakdown structure?
3. What are the advantages of scheduling?

4. How will you monitor and gather information about a project?

5. Explain the purposes of project auditing.

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the different types of project selection models.

7. Explain the steps in project planning.

8. Bring out the importance of selecting a suitable project manager.

9. Discuss the types and its importance of Network Techniques.

10. Explain the requirements and principles of negotiation.

11. Describe the different types of Project Management control processes.

12. Briefly explain the stages of project audit life cycle.

**MBA 813****MSP-61**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**TOTAL QUALITY MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Mention any four principles of TQM.
2. Name any four steps involved in six sigma.
3. What does FMEA stand for? Explain.
4. Explain Bench Marking.
5. What are '5S'?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. (a) Explain 'Cause and Effect' diagram with an example.  
(b) Explain affinity diagram and tree diagram.
7. What are the elements of ISO-9000-2000 Quality System? Explain the steps followed for getting ISO-9000 certification in general.
8. Explain quality function deployment with suitable example.
9. Discuss in detail the several dimensions of product and service quality.
10. What is a control chart? Explain the various types of control charts.
11. What is cost of quality? Explain the different quality costs.
12. Explain any seven quality control tools and their applications in detail.

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**MBA 814****MSP-62**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**SUPPLY CHAIN MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Identify factors influencing supply chain network design decisions.
2. Why information and information technology is important in a supply chain?
3. Identify the financial factors that influence supply chain performance.

4. What is the role of safety inventory in a supply chain?
5. What are the major drivers of supply chain performance? Explain briefly.

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

6. Describe the major obstacles that must be overcome to manage a supply chain successfully.
7. Evaluate the strengths and weaknesses of different modes of transportation.
8. Discuss in detail the role of E-Business in a supply chain.
9. Explain the principles of logistics information.
10. How does an organization manage supply to improve synchronization in the supply chain in the face of predictable variability?
11. Discuss the importance of expanding the scope of strategic fit across the supply chain.
12. Explain the various related costs found in practice while estimating cycle inventory.

**MBA-847****MSP-62/  
MSPL-62**

**M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.**

**Second Year**

**Shipping and Logistics Management**

**SUPPLY CHAIN MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**Answer for 5 marks question should not  
exceed 2 pages.**

**Answer for 15 marks questions should not  
exceed 5 pages.**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

- 1. Explain push/pull view of supply chain processes.**
- 2. What is the impact of customer needs on implied demand uncertainty?**
- 3. Explain the role of inventory in supply chain.**

4. List and explain the components of a demand forecast.
5. Explain the components of order cost.

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

All questions carry equal marks.

6. “Achieving strategic fit is critical to a company’s overall success”. Discuss.
7. Compare efficient and responsive supply chains.
8. Identify and explain the major drivers in supply chain performance.
9. Discuss the characteristics of forecasts in supply chain.
10. Explain the role of safety inventory in a supply chain.
11. Identify the factors affecting the optimal level of product availability and evaluate the optimal cycle service level.
12. What modes of transportation are best suited for large, low-value shipments? Why?

**MBA 815****MSP-63**

**M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.**

(AY 2005-06 batch onwards)

**MATERIALS MANAGEMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What do you mean by Integrated Materials Management?
2. Explain Value Engineering.
3. Exemplify 'DGS & D Rate Contract'.
4. How to carry out materials audit? List the benefits.
5. List the disadvantages of a centralized store.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Draw a typical organization chart for materials department of a larger conglomerate.
  7. How to assure quality of bought out components from an OEM?
  8. Enumerate the procedure involved to import an item under OGL.
  9. What are the various inventory valuation procedures? Explain any one.
  10. How insurance and claims management is useful to materials manager?
  11. How Government purchase is different from others? Explain the procedure adopted by Govt. Depts.
  12. Explain systems concept in purchase and procurement activities.
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**MBA 816****MSP-80**

**M.B.A. DEGREE/P.G.D.I.T.M  
EXAMINATION – JANUARY 2009.**

(M.B.A. A.Y. 2005–06 batch onwards  
PGDITM A.Y. 2006–07 batch onwards)

**MANAGING INFORMATION TECHNOLOGY**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What is the role of information technology in an organization?
2. Discuss about primary activities of system analysis phase.
3. Explain information system architecture.
4. Explain management involvement and governance.
5. Explain Encryption.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the multifaceted role of an system analyst.
7. Discuss about promotion of Enterprise innovation.
8. Explain the trend in information system. Discuss about the impact of these changes on the end users and managers of an organisation.
9. What has been the impact of information technology on the work relationships, activities and resources of managers?
10. What potential security problem do you see in one increasing use of Intranet and Extranet in business?
11. List the reasons for process specification.
12. Write short notes on :
  - (a) Data security control
  - (b) Contents of MIS Plan
  - (c) Decision supported system (DSS).

**MBA 817****MSP-81**

**M.B.A. DEGREE/P.G.D.I.T.M.  
EXAMINATION – JANUARY 2009.**

(M.B.A. A.Y. 2005–06 batch onwards  
PGDITM A.Y. 2006–07 batch onwards)

**INFORMATION SYSTEMS DEVELOPMENT**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Explain various types of information system.
2. Explain Gantt Chart.
3. Explain Cost Benefit Analysis.
4. What are the main objectives in designing output?
5. What are the disadvantages of prototyping?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Elaborate on technical and interpersonal skills required of system analyst.
7. Explain the activities in Business application planning.
8. Explain the methods available in preparing system proposal.
9. List factors to be considered when choosing output technology.
10. What are the design objectives of input form, input screen or web-based fill-in forms?
11. Explain the user's risk in prototyping.
12. Describe the steps in implementation.

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**MBA 818****MSP-82**

**M.B.A. DEGREE/P.G.D.I.T.M.  
EXAMINATION – JANUARY 2009.**

(M.B.A. A.Y. 2005–06 batch onwards  
PGDITM A.Y. 2006–07 batch onwards)

**RELATIONAL DATABASE MANAGEMENT  
SYSTEM**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What are the benefits of DBMS?
2. Explain transaction controls in SQL.
3. What are the technical features of object based databases?
4. Explain physical storage media.
5. Explain concurrency control in operating systems.

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

6. Explain Database models.
  7. Explain the queries languages and its functions SQL.
  8. Explain the functions of object relational mapping.
  9. Explain types of structures for object-oriented databases.
  10. Explain indexing techniques and list out the issues related to each techniques.
  11. Explain declarative transaction management.
  12. Explain the types of recovery techniques.
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**MBA 819****MSP-83**

**M.B.A. DEGREE/P.G.D.I.T.M.  
EXAMINATION – JANUARY 2009.**

(M.B.A. – A.Y. 2005–06 batch onwards  
PGDITM –A.Y. 2006–07 batch onwards)

**E-COMMERCE**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. List out the objectives of E-Commerce.
2. Mention common issues related to E-Commerce.
3. Mention the skills required by the E-Marketer.
4. How will you insist consumer trust and confidence?
5. How to do Internet Governance?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss about the technological aspects of E-Commerce.
7. Explain E-Commerce strategies for development.
8. How TCP is used for data transfer?
9. Explain the impact of E-Commerce on employment.
10. Explain the impact of net centricism in communication networks.
11. Discuss about channel conflict and coordination in one E-Commerce Age.
12. Mention the main points regarding contract law and e-commerce.

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**MBA 820****MSP-84**

**P.G.D.I.T.M. EXAMINATION –  
JANUARY 2009.**

(A.Y. 2006–07 batch onwards)

**INTERNET MARKETING**

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. What are the advantages of business models?
2. What is meant by B2B transaction?
3. Define collaborative product.
4. What are the classifications of B2C E-Commerce?
5. What are the advantages of online marketing?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. How will you determine Internet marketing mix?
7. Explain the concept of B2B Internet trading platform.
8. Explain organisational buying decision process.
9. What are the principles for user design of customized products? How to decide the customization and standardization?
10. What are the advantages of B2C E-commerce?
11. What are the factors influencing and affects E-commerce implementation? How to forecast these factors?
12. How the effective on-line Marketing strategies? Give suitable illustrations to be framed.

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<b>MBA-838</b>	<b>MSP-100/ MSPL-100</b>
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M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.

First Year

Shipping and Logistics

OVERVIEW OF MARITIME BUSINESS

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should not exceed  
two pages.

Answer for 15 marks questions should not exceed five  
pages.

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Explain briefly, about major trade lanes and commodities traded.
2. Explain briefly, about NVOCC and MTO operations.
3. Explain briefly about Bulk shipping business and the various commodities traded under it.

4. Distinguish between Ports, terminals and canals.
5. What is the concept of warehousing, and explain its operations?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss in detail, about the various International shipping organizations.
7. Discuss in detail, about the different types of services provided by liner operations.
8. Discuss in detail, about the different types of liner operators.
9. Explain in detail, about voyage estimation in Dry Bulk Shipping Business.
10. Explain in detail, about the different types of chartering contracts.
11. Discuss in detail, about ICDs.
12. Discuss in detail, about project cargo forwarding and warehousing operations.

<b>MBA-839</b>	<b>MSP-101/ MSPL-101</b>
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M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.

Shipping and Logistics

MARITIME ECONOMICS

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should not exceed  
2 pages.

Answer for 15 marks questions should not exceed  
5 pages.

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Define maritime economics.
2. Explain Voyage costs.
3. What is a container ship?
4. Define liner service.
5. What is maritime forecast?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss the nature and scope of managerial economics
7. Explain the causes and the phases of trade cycle.
8. Explain the classification of costs in shipping transport.
9. Describe the factors determining the demand for and supply of shipping industry.
10. Discuss the different types of freight rate elasticity.
11. Explain the freight rate determination under perfect competition.
12. Discuss the techniques of maritime forecast.

<b>MBA-840</b>	<b>MSP-102/ MSPL-102</b>
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M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.

First Year

Shipping and Logistics

PORTS AND TERMINALS MANAGEMENT

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should not exceed  
2 pages.

Answer for 15 marks questions should not exceed  
5 pages.

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Explain briefly, about intermodel connectivity of ports.
2. What are the terminal productivity indicators of a port?
3. What are the factors to be considered by a ship-owner before confirming the port call according to different trade lines?

4. What is the importance of Inland waterways for Indian economy?
5. What are the requirements to be met by ships calling ISPS compliant ports?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss in detail, factors affecting the development of a port.
7. Discuss in detail, about the various terminal services rendered by terminal operators.
8. Discuss in detail, about different types of terminals and the features of it.
9. Explain in detail, about the pricing of port services.
10. Explain in detail, about management information systems in ports.
11. Discuss in detail, about the various elements of Dock safety.
12. Discuss in detail, about ISPS code.

**MBA-843****MSP-103/  
MSPL-103**

**M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.**

**Second Year**

**Shipping and Logistics Management**

**SHIP MANAGEMENT PRACTICE**

**Time : 3 hours**

**Maximum marks : 75**

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Describe the organization structure of a shipping company.
2. List different ways of deploying the ship commercially and briefly describe at least one.

3. What considerations need to be given in determining the technical management of ships?
4. Describe the importance of having a proper crew management system.
5. Bring out key features of ship management contracts.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What roles does the commercial, technical and crewing department play in a shipping company to efficiently deploy and operate the ship? Describe each of them.
7. How the yield for a time charter is determined? What are the commercial factors related to voyage charter?
8. Discuss various methods of ship acquisition.
9. Has the revised STCW convention improved the effectiveness of training for the seafarers? Discuss.
10. What caused the advent of the International Safety Management Code? What is the objective? Enumerate.

11. Do the classification societies discharge their functions effectively? If so why there are still substandard ships trading?

12. A very strong and effective technical management team enhances the profitability of the shipping company. Do you agree? Explain with reasons.

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<b>MBA-844</b>	<b>MSP-104/ MSPL-104</b>
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M.B.A. DEGREE EXAMINATION –  
JANUARY 2009.

Second Year

Shipping and Logistics Management  
LEGAL ASPECTS OF MARITIME BUSINESS

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What are the sources of Law and explain.
2. What is Stare Decisis?
3. What do you mean by Ratio Decidendi?
4. What is the structure and functions of the Courts from lower level to Apex Court?
5. What are the kinds of tortious liabilities and explain in detail?

## PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What are the duties and liabilities of the purchaser under the Sale of Goods Act?
7. What is implied warranty and explain in detail.
8. (a) What is the difference between Charter Party and Bill of Lading?  
(b) What is ship owners lien?
9. What are the conditions for the contract of Carriage of Goods by Sea?
10. What are the types of Marine Policy and what are the fundamental principles involved in Marine Insurance?
11. What is Peril of Sea? What are the Perils involved in the Marine Policy?
12. What are the losses not considered as Perils of the Sea?

**MBA-845**

**MSP-105/  
MSPL 105**

**M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.**

**Second Year**

**Shipping and Logistics Management**

**LINER SHIPPING BUSINESS**

**Time : 3 hours**

**Maximum marks : 75**

**Answers for 5 marks questions should not exceed  
2 pages.**

**Answers for 15 marks questions should not exceed  
5 pages.**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

- 1. Bring out the key features of Break bulk liner services.**
- 2. Briefly write on a standard liner agency agreement.**

3. What is consortium service? How it is different from Alliance Service? Which has more advantages?
4. Briefly write on types of containers and their features.
5. Write notes on Cruise Liner Services.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Describe the organizational structure required for a marketing firm of a liner services. Give a flow chart with responsibilities.
7. What are the challenges that the container shipping lines are facing? What solutions that are suggested towards development of container shipping?
8. Write the salient points that are considered for appointment and management of a Liner agency.
9. Describe in details “Targeted Customer Relationship Management” – related to profitability drives of a Shipping company.

10. Write about the usage of Teaming of cranes and Twin or Gemini Cranes. What are the advantages of FDI System?

11. Write the salient points on effective stevedoring. What is TPD? How do you deal it?

12. Describe the reasons for Shipping Conferences. Write an essay on salient points dealt in such a Conference.

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**MBA-846****MSP-106/  
MSPL-106**

**M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.**

**Second Year**

**Shipping and Logistics Management**

**LOGISTICS AND MULTIMODAL TRANSPORT**

**Time : 3 hours**

**Maximum marks : 75**

Answer for 5 marks questions should not  
exceed 2 pages.

Answer for 15 marks questions should not  
exceed 5 pages.

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Define Intermodal transport. Discuss the different modes of transport.
2. Define Supply chain. What are the benefits of supply chain?
3. What are the different types of warehousing?

4. Who are the warehouse providers?
5. What is ergonomics? How does it help in prevention of accidents?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. (a) What are the different intermodal transportation systems? Explain.  
(b) What is containerization?
7. Explain Just in Time concept. What are its benefits?
8. Describe Outbound logistics system.
9. Explain the emergence of 4PL service providers.
10. What are the key measures of improving Supply Chain performance?
11. Explain Warehouse Management System.
12. Define Forecasting. Explain the different methods of forecasting.

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<b>MBA-848</b>	<b>MSP-107/ MSPL-107</b>
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M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.

Second Year

Shipping and Logistics Management  
SHIPPING FINANCE AND INSURANCE

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should not exceed  
two pages.

Answer for 15 marks questions should not exceed  
five pages.

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Describe the process of raising capital for shipping business.
2. What financial factors need to be considered in selecting the shipping registry?

3. What role a ship broker plays in sale/purchase of ships?
4. Describe the general principles of marine Insurance.
5. Bring out key features Protection and Indemnity Insurance.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Describe the process of financing of new buildings. In what way it differs from financing of second hand ships?
7. Discuss various issues relating to derivatives in shipping finance.
8. List the features of a standard sale and purchase ship contract. How you will analyse the same?
9. What types of marine insurance covers are available? Explain each of them.
10. In what way P & I cover is different from other forms of marine insurance? Discuss.

11. How tax issues and depreciation policies of ship registration administration affect the decision making process? Describe the factors to be taken.
  12. When an insurance claim arises, how will you handle it? Explain the process.
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<b>MBA 849</b>	<b>MSP-108/ MSPL 108</b>
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M.B.A. DEGREE EXAMINATION —  
JANUARY, 2009.

Second Year

Shipping and Logistics Management

SHIP AGENCY MANAGEMENT

Time : 3 hours

Maximum marks : 75

Answer for 5 marks questions should not exceed  
2 pages.

Answer for 15 marks questions should not exceed  
5 pages.

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. List the type of agents found in the maritime business. What roles they perform?
2. What are the services offered by Owner's protecting agency?

3. Describe the type of marketing activities performed by a liner agent.
4. “General Average” - Is it unique to maritime business. In what way.
5. Bring out key features of E-commerce and its impact of Ship Agents.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the General Principles of law of Agency and list the salient features of it.
7. What operational aspects the Owner’s protecting agency perform? Explain the process of disbursements of accounts.
8. Under what circumstances a ‘ship is arrested’. Discuss the role played by the agents in ship arrest situation.
9. List the factors to be taken into account before appointing a Liner Agency. What role the liner agent performs when delivering the cargo to the consignee.
10. Use of internet in obtaining shipping information. In what way a ship agency could make use of this medium to further the interest of Principle.

11. Discuss the differences between Tramp Ship Agency and Liner Ship Agency.

12. Discuss the importance of a liner agency in a shipping business. What type of organizational structure a liner agency deploys for efficient operations?

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