

INDIAN MARITIME UNIVERSITY
(A Central University, Government of India)
End Semester Examinations December 2018
B. Tech (Marine Engineering)
Semester: VII
Transport & Logistic Management (UG11E2702)

Date: 08.01.2019
Time: 3 Hrs

Maximum Marks: 100
Pass Marks: 50

PART – A

All questions are compulsory (10 x 3 = 30 Marks)

1. (a). Explain the difference between organizing and controlling as managerial functions.
- (b). Distinguish between recruitment and selection.
- (c). Define Price Elasticity of Demand.
- (d). Explain any three advantages of exports to an economy.
- (e). State various determinants of transport cost.
- (f). Write down any three functions of WTO.
- (g). Discuss various advantages of sampling in research.
- (h). What are the differences between FOB and CIF contract?
- (i). Write down various steps involved in strategic management process.
- (j). Discuss various challenges that could hamper the effective operation of a Port.

PART – B

Answer any five of the following seven questions

(5 x 14 = 70 Marks)

2. Briefly explain Fayol's 14 principles of management. (14 marks)
3. Discuss various components of Logistics Management System. (14 marks)
4. Define the term "Protection" in the context of trade policy. Discuss various economic and non-economic arguments in favour of protection. (14 marks)

5. Write short notes on any two: (7+7 = 14 marks)

- a) The IEC Number
- b) Export Promotion Councils
- c) INCOTERMS
- d) Porter's five force model

6. Discuss the impact of transportation on the society and environment. (14 marks)

7. Write short notes on any two: (7+7 = 14 marks)

- a) Bill of Lading
- b) Mate's Receipt
- c) Bill of Exchange
- d) Certificate of Origin

8. Discuss the way a port can influence economic development of a country. (14 marks)
