

MAY 2013

P/ID 77579/PMBX3

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Define the term Logistics. Brief the scope of logistics in business.
2. Brief the logistics system elements.
3. List out the transportation models and brief its features.
4. Explain the term Container Freight Station (CFS).
5. Explain tramp shipping.
6. State the characteristics of shipping as transportation medium.
7. Brief the highlight of Open Sky Policy.
8. Define Inventory management and state its objectives.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the General and specific objectives of marketing logistics.
10. Discuss the need for International supply chain management.
11. Explain the role of freight brokers and shipping agents.
12. Explain in detail the charter party principle.
13. Define freight rate and elaborate the freight structure that is in practice.
14. Explain the UV connection on shipping industry.
15. Discuss the importance of information support system in air transportation.
16. Define warehousing. State its types, nature and importance.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Highlight the advantages of air transportation as a service provider in that field to group of agriculturists and farmers who are interested in exporting their products.