

MAY 2014

**P/ID 77579/PMBX3/  
PMSI3**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the key components of logistics.
2. Describe the significance of logistics in International Marketing.
3. State the advantages of 'containerisation'.
4. Explain Dry Port.
5. Explain the classification of Shipping Industry.
6. What are the costs involved in freight rates?
7. Brief the clearance procedure laid down for starting Air Transport Services.
8. List out the symptoms of poor inventory management and mention your ideas to improve it.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Elaborate the role of logistics in an organisation.
10. Discuss the issues in transport management.
11. Explain the impact of containerisation in global trade.
12. Explain how CONCOR acts as a multimodal transporter in India.
13. Enumerate the UN convention on shipping industry.
14. Explain in detail the Charter Party Principles.
15. Discuss the responsibilities and liabilities of the carrier with reference to Air Transport.
16. How the total cost approach is relevant in the case of International Logistics.

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PART C — (1 × 20 = 20 marks)

Compulsory.

17. As a Manager of a logistics provider, how you are going to convince a MNC Car Company going to start its operations in India.
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