

Indian Maritime University

(A Central University, Govt of India)

May-June 2018 End Semester Examinations

B. Tech (Marine Engineering)

Semester-VII/VIII

Transport & Logistics Management (UG11E2702/ UG11E1802)

Date: 21.06.2018

Max Marks:100 Marks

Time: 3 Hrs

Pass Marks:50 Marks

PART – A

Marks:10 x 3=30

(All questions are compulsory)

1. (a) Briefly discuss various managerial functions.
- (b) Discuss Elton Mayo's contribution in the context of motivation.
- (c) Define Cross Elasticity of Demand.
- (d) Explain the importance of profit and loss account to a firm.
- (e) Explain reasons for a country to impose tariff on imports.
- (f) Why is transport demand called 'derived demand'?
- (g) What is bill of lading.
- (h) List out five forces of Porter's five force model.
- (i) Write down any three challenges to international marketing?
- (j) List out the names of the major ports of India.

PART – B

Marks:5 x 14=70

(Answer any 5 of the following 7 questions)

2. (a) Discuss Herzberg's two factor theory. (10)
- (b) Explain X and Y theory of motivation. (4)
3. Explain various reasons for the downward sloping of the demand curve.(14)
4. Discuss the gains and losses from international trade for an importing and exporting country. (14)
5. (a) Explain various modes of transporting a good from place of origin to destination with their respective advantages and disadvantages. (14)
6. Explain the linkage between transportation and economic development. (14)
7. Discuss various methods of primary data collection for research. (14)
8. Discuss various essential factors that are required for efficient and effective management of port operations. (14)