

INDIAN MARITIME UNIVERSITY

(A Central University, Government of India)

END SEMESTER EXAMINATION December 2017

Programme: B.Tech (Marine Engineering) **Semester:** VII

Subject Name: Transport & Logistics Management

Subject Code: UG11E2702/UG11E1802

Date: 15.12.2017

Maximum Marks: 100

Time: 3 Hrs

Pass Marks: 50

PART – A

Marks: 10 x 3 = 30

(All questions are compulsory)

1. (a) Explain the importance of planning for a manager.
- (b) Discuss Maslow's Hierarchy of Needs Theory.
- (c) Define Income Elasticity of Demand.
- (d) What is Free Trade Policy?
- (e) Write a brief note on WTO.
- (f) What are the factors that determine the demand for transport?
- (g) Define Multimodal Transport
- (h) Explain reasons for a company to set up overseas branches.
- (i) Discuss various steps a researcher follows while conducting research.
- (j) Define Conference Liners.

PART – B

Marks: 5 x 14 = 70

(Answer any 5 of the following)

2. Discuss management principles as propounded by Henry Fayol. (14)
3. Explain various types of price elasticity of demand with diagrammatic representation. (14)
4. (a) Define the term "Protection" in the context of trade policy. (4)

- (b) Discuss various economic and non-economic arguments in favour of protection. (5+5)
5. (a) Define 'logistics'? (2)
(b) What are the features of Logistics Management? (6)
(c) Why is logistics management essential in the era of global competitiveness? (6)
6. Write Short notes on the following
(a) The IEC Number (7)
(b) INCOTERMS (7)
7. With the help of examples, discuss Porter's five force model. (14)
8. Briefly discuss the role of ports in the trade and development of a country. (14)
