

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA, Summer 2017 - 18 Examination**

**Semester: 4**  
**Subject Code: 06204253**  
**Subject Name: Shipping & Logistics Management**

**Date: 25/05/2018**  
**Time: 10:30am to 1:00pm**  
**Total Marks: 60**

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.****A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. Which among the following is the busiest seaport?
 

a) Shanghai	b) Mumbai
c) Aden	d) Kandla
2. Corporate Strategy
 

a) Seeks to determine what business the firm should be in	b) Helps functional strategy
c) Seeks to determine how firms should compete?	d) Seeks to determine how to support business strategy.
3. Rail transport is characterized by
 

a) Fast Movement	b) High capital Investment
c) Selective availability	d) All of the above
4. In a liner shipping network, member companies and their network partners share resources and assets to seek.....
 

a) Operational Gains	b) Market Access
c) Brand Image	d) Strategic Initiative
5. For a container shipping industry
 

a) There is little difference in services offered.	b) No entry barriers
c) Low capital investment	d) All terrain availability

**B). Define the following. (Each of 1 mark) (05)**

1. Inter-modal transport
2. Free time per diem
3. Transport facilitator
4. Transformers
5. Interchange

**C). Direct questions. (Each of 1 mark) (05)**

1. What is a quay?
2. What is a tramp service?
3. What are economies of scale?
4. What is a hinterland?
5. What is a functional strategy?

**Q.2 Answer the following questions.**

**A). What are SMART driving forces? How can they make shipping more efficient? (07)**

**B). Why is port security important? Explain the elements of port security. (08)**

**Q.3** Answer the following questions.

**A).** Describe briefly the factors affecting the choice of mode of transport. **(07)**

**B).** What are the five key components of a well developed shipping strategy? **(08)**

**Q.4** Attempt any two questions. **(Each of 7.5 mark)** **(15)**

**A.** How does the movement of containers take place along shipping links and nodes?

**B.** Explain the importance of Regional Location in Intermodal Framework.

**C.** Describe the various types of containers. Discuss the advantages and disadvantages of each and their suitability for the type of cargo.

**D.** Describe the various categories into which logistic providers can be classified?