

Indian Maritime University

(A Central University, Govt of India)

Supplementary Examinations – March/April 2025

Programme Name: BBA (Maritime Logistics)

Semester: I

Subject Code: UG32T1105

Subject Name: Introduction to Maritime Logistics

Date: 07.03.2025

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. _____ involves activities such as planning, implementing and controlling of an effective flow and storage of raw material and finished products.
 - a. Procurement
 - b. Purchasing
 - c. Logistics
 - d. Inventory Management
2. Inventory does not include.....
 - a. Work-in-progress
 - b. Finished goods
 - c. Goods delivered to markets
 - d. Raw goods
3. _____ is an economic term that defines the ability of a company to produce goods and services more efficiently and deliver them to markets as per the preferences of customers.
 - a. Benchmarking
 - b. Competitive advantage
 - c. Marketing mix
 - d. Productivity
4. A 4 PL logistic operator usually undertake
 - a. End to end logistics
 - b. Warehousing
 - c. Transportation
 - d. Packaging
5. Which one of the following is not part of expectations of customer from the logistics service provider?

- a. Quick cargo movement
 - b. Inflexibility
 - c. Transparency
 - d. Reasonable cost
6. The strategy of a company should be..
- a. Contingency oriented
 - b. Reactive
 - c. Fire fighting style
 - d. Proactive
7. _____ level strategies are developed by first line managers under each line of business guided by business level strategy.
- a. Functional
 - b. Business
 - c. Corporate
 - d. Product
8. The ancient maritime port 'Muziris' was situated near
- a. Lothal
 - b. Cochin
 - c. Kalingapatnam
 - d. Andaman Islands
9. Under the port-led industrialisation _____ coastal economic zones are planned.
- a. 11
 - b. 18
 - c. 29
 - d. 14
10. The _____ of a port refers to the maximum cargo that it can handled in a year.
- a. Optimisation
 - b. Capacity
 - c. Throughput
 - d. Million Metric Tons

Section B

Five Questions of 02 Marks each

11. List the objectives of efficient logistics?
12. Write about common characteristics of a good 3PL/4PL company?
13. What do you mean by corporate level strategy?
14. What is IMO? List two of its key responsibilities?
15. List the objectives of sagarmala project?

Section C

Seven Questions of 10 Marks each of which any 05 questions to be answered.

16. Discuss the different elements and activities involved in logistics process.
17. What is outsourcing? Discuss the advantages and disadvantages of outsourcing.
18. Explain about the various terminology used in 3PL/4PL operations.

19. Discuss the role of logistics manager in strategic decision making.
20. Explain the various strategy options?
21. Write about the concept of economy of scale with neat diagram(s).
22. Discuss the concept of employment in logistics highlighting the job opportunities in various sectors of logistics.

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