

INDIAN MARITIME UNIVERSITY

(A Central University, Government of India)

End Semester Examination Dec 2019/Jan 2020

B.Tech (Marine Engineering)

Semester- VIII/VII

UG11E1802/E2702- Transport & Logistic Management

Date: 20.12.2019

Max Marks: 70

Time: 3 Hours

Pass Marks: 35

Part – A (compulsory)

Answer the following (10x2=20 Marks)

1. Write down any three functions of WTO.
2. Define Price Elasticity of Demand.
3. What are the functions of Bills of Lading?
4. Why shipping demand is referred as "Derived Demand"?
5. Define Multimodal Transport.
6. Explain the term Port State Control.
7. What is Free Trade Policy?
8. Discuss Maslow's Hierarchy of Needs Theory.
9. Briefly discuss 'Theory X' of McGregor.
10. What is inflation?

Part – B

Answer any 5 out of 7 questions (5 x 10= 50 marks)

11. Briefly explain Fayol's 14 principles of management. (10 marks)
12. Discuss the salient features of Indian COGSA. (10 marks)
13. Write down the problems faced in international business. (10 marks)
14. (A) Explain 3PL concept in Supply Chain. (5 marks)
(B) What are INCOTERMS? Explain them. (5 marks)
15. Briefly discuss the role of ports in the trade and development of a country. (10 marks)
16. State the Law of Demand. Explain with examples the exceptions to the Law of Demand. (10 marks)
17. (A) Discuss Herzberg's two factor theory. (5 marks)
(B) Explain Y theory of motivation. (5 marks)