

Total No. of Questions—8]

[Total No. of Printed Pages—2

Seat No.	
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[5283]-11

P.G.D.M.L.M. (I Sem.) EXAMINATION, 2017

101 : PRINCIPLES AND PRACTICES OF MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Question No. 1 is compulsory.

(ii) Solve any *three* questions.

1. Define Management. Explain different approaches to Management. [25]
2. Explain in detail Process of M.B.O. [15]
3. How does the organization evolve ? What alternative structures do you recommend for FMCG company ? Justify your answer. [15]
4. Define Planning. Explain Process of Planning. [15]
5. Define control. What are the tools and techniques of control ? [15]
6. Explain the term Recruitment and explain various sources of Recruitment. [15]

P.T.O.

7. As HR Manager what areas will you take into account for training and development of sales force ? [15]
8. Write short notes on (any *two*) : [15]
- (a) Co-ordination
 - (b) Direction
 - (c) Line and Staff Organization
 - (d) Functions of Management.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5283]-12

P.G.D.M.L.M. (First Semester) EXAMINATION, 2017

102 : MATERIALS MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Answer any *five* questions.

(ii) *All* questions carry equal marks.

1. "Materials Management plays important role in optimization of overall profitability of any firm." Elaborate.
2. Write notes on (any *two*) :
 - (a) ABC analysis
 - (b) EUQ model
 - (c) B.O.M (Bills of Materials).
3. "Supply chain management differs from traditional material management." Discuss this statement.
4. Explain :
 - (i) Safety stock
 - (ii) Material handling system
 - (iii) MRP system.

P.T.O.

5. Discuss the methods of purchasing and application by giving suitable examples.
6. What is vendor relation ? Discuss the vendor related strategies on vendor rating.
7. Explain the value analysis with examples.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5283]-13

P.G.D.M.L.M. (First Semester) EXAMINATION, 2017

103 : LOGISTICS MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Attempt any *five* questions.

(ii) All questions carry equal marks (i.e. **14** marks each).

(iii) Draw neat diagrams and illustrations supportive to your answer.

1. What is logistics management ? Discuss with suitable example and explain significance. [14]
2. How information technology is playing important role in warehousing. Discuss. [14]
3. Explain in detail Economics of Logistics with suitable examples. [14]
4. Explain which are the costs associated with logistics and give example. [14]
5. How logistics is applied in International Trade ? Explain with suitable example. [14]

P.T.O.

6. What is the role of logistics in customer service strategy ? Discuss. [14]

7. Write short notes on (any *two*) : [14]

- (a) Customer Service Logistics
- (b) Third Party Logistics
- (c) Role of Packaging
- (d) Developing Customer service strategy.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5283]-21

P.G.D.M.L.M. (II Sem.) EXAMINATION, 2017
201 : PHYSICAL DISTRIBUTION AND SUPPLY
CHAIN MANAGEMENT
(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks i.e. **14** marks.

1. State the types of distribution channels and its functions. Which type of channel will you recommend for a beauty care product ?
Why ? [14]
2. Explain the cost associated in the physical distribution. State the interdependencies of these costs. [14]
3. Physical distribution involves logistics. In short state all the logistics functions. [14]
4. A car manufacturing wants to set up the supply chain. They have appointed you as the consultant. How will you help them out ? [14]

P.T.O.

5. What is role of Information Technology in Supply Chain ? [14]
6. How could a supply chain for a five star hotel be benchmarked ? [14]
7. Write short notes on : [14]
- (i) Communication in Physical Distribution
 - (ii) Selection of Channel for Distribution.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5283]-22

P.G.D.M.L.M. (Second Semester) EXAMINATION, 2017

202 : INTERNATIONAL BUYING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Solve any *five* questions out of seven.

(ii) *All* questions carry equal marks.

1. State the need and importance of international buying in recent globalised era. [14]
2. State the International Purchasing practices and its importance in International Trade. [14]
3. Enumerate various intermediaries involved in International Purchasing. State role of each intermediary in detail.
4. India has transformed significantly from 'Net Importer country to Net Exporter country'. Explain the statement indicating shift in the composition of imports in India. [14]

P.T.O.

5. State the difference in procedures, nature of buying capital goods and Consumers Goods internationally. [14]
6. Which are Financial Institutions involved in International Purchasing and Trade ? Enumerate the role of each institution in detail. [14]
7. State the procedure of International Buying in detail. [14]