

# KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(3 Pages)

Reg. No:.....

Question Code:26E02701

Course Code: 24UMSL12/25UMSL12

UG Degree - End Semester Examinations, April 2026

First Semester

B.B.A SHIPPING AND LOGISTICS

Introduction to logistics Management and Shipping

(For those who joined in July 2024 and June 2025 onwards)

Time : 3Hours

Maximum : 75 Marks

## PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

- C0:1 1. Logistics is derived from the Greek word meaning:  
K:1 (a) Accounting (b) Science of computation  
(c) Art of calculating & (d) Supply reasoning  
reasoning
- C0:1 2. Which of the following is NOT a logistics function?  
K:2 (a) Warehousing (b) Transportation  
(c) Advertising (d) Inventory management
- C0:2 3. The main objective of Integrated Logistics Management is:  
K:2 (a) Reduce advertising costs (b) Maximize customer satisfaction  
(c) Eliminate competitors (d) Increase taxation
- C0:2 4. Logistics frameworks help businesses to:  
K:2 (a) Gain competitive advantage (b) Reduce human resource cost  
(c) Avoid taxation (d) Create monopolies
- C0:3 5. Outsourcing logistics is also known as:  
K:1 (a) 2PL (b) 3PL  
(c) ERP (d) TQM

- C0:3 6. Designing and implementing logistics strategy is mainly useful  
K:2 for:
- (a) Market monopoly (b) Strategic decision making  
(c) Price inflation (d) Unemployment reduction
- C0:4 7. Sea transport is considered important mainly because:  
K:2
- (a) Cheapest mode for bulk transport (b) Fastest mode of travel  
(c) Limited cargo capacity (d) Least global connectivity
- C0:4 8. Ship Registration is done under:  
K:1
- (a) Port state control (b) Ship chartering  
(c) Maritime geography (d) HR management
- C0:5 9. Ship sale and purchase is a part of:  
K:1
- (a) Retail management (b) Shipping management  
(c) Tax management (d) Export licensing
- C0:5 10. Ocean freight contracts are signed mainly between:  
K:1
- (a) Buyer and retailer (b) Ship owner and charterer  
(c) Government and importer (d) Supplier and bank

**PART - B (5 X 5 = 25 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 250 words.**

- C0:1 11. (a) Explain the objectives of logistics.  
K:3

**(OR)**

(b) Explain the benefits of efficient logistics in marketing.

- C0:2 12. (a) Explain the role of logistics framework in business  
K:4 competitiveness.

**(OR)**

(b) Assess the process involved in Logistics Management.

- C0:3 13. (a) Critically evaluate the effectiveness of managerial  
K:5 contribution in logistics strategy formulation.

**(OR)**

(b) Explain designing and Implementing logistics Strategies.

- C0:4 14. (a) Explain the classification of ships with examples.

K:3

**(OR)**

- (b) Describe the benefits of sea transport with suitable example.

CO:5 15. (a) Mention the Merits and Demerits of ship Contracts.

K:4

**(OR)**

- (b) Evaluate the importance of port infrastructure in facilitating international trade.

**PART - C (5 X 8 = 40 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 500 words.**

CO:1 16. (a) Explain the concept of retail logistics and its significance.

K:3

**(OR)**

- (b) Explain the emerging concepts in logistics in modern business world.

CO:2 17. (a) Critically assess the role of logistics model in decision making.

K:4

**(OR)**

- (b) Classify the different frameworks used in logistics Management.

CO:3 18. (a) Examine the role of strategic planning in logistics with examples.

K:4

**(OR)**

- (b) Discuss the motivating factors and benefits of outsourcing logistics.

CO:4 19. (a) Discuss the process and negotiations involved in chartering.

K:3

**(OR)**

- (b) Elaborate the role ship registration and port state control.

CO:5 20. (a) Analyze the importance of ship management in maritime trade.

K:4

**(OR)**

- (b) List the role of ports and ocean geography in global trade.