

**ADVANCED DIPLOMA IN AIR CARGO  
MANAGEMENT (ADACM)**

**Term-End Examination**

**December, 2012**

**MAV-037 : PRINCIPLES OF SUPPLY AND  
MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** *Attempt any five questions. All questions carry equal marks.*

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1. What do you understand by the term "Cargo Handling" ? What are the steps to be carried out by various agencies for the air transportation of general cargo ? 20
2. Write short notes on **any four** of the following : 20
  - (a) Qualities of a successful sales Manager.
  - (b) Facility, Inventory, Transportation and Information.
  - (c) Merits and demerits of personal selling.
  - (d) Obstacles for co-ordination in supply chain.
  - (e) Benefits and doubts about market segmentation.
  - (f) e-business and e-commerce.
  - (g) Reasons for growth of service Industry.
  - (h) Marketing Mise.

3. Elucidate about listing description, and sizes of species. Mention about the packaging, documentation and marketing for airshipment of live animals. 20
4. Do you think advertising management is an indispensable factor for the achievement of long term objectives of a business undertaking ? Explain with suitable examples. 20
5. Describe about RFID systems, usages thereof and their future trends with reference to air cargo transportation. 20
6. Elaborate about Logistics goals of it and the key factors that influence freight transportation and demand. 20
7. Define Dangerous Goods. Explain about the categories and the procedures to be followed by a shipper for the air transportation of dangerous goods. 20
8. What do you understand by market segmentation ? Explain. Differentiate between market segmentation and product differentiation. 20