

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

**Term-End Examination**

**December, 2011**

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

*Time : 3 hours*

*Maximum Marks : 100*

*Note : There are two parts and both parts are compulsory.*

**PART - A**

(Answer *Any Five* questions. Each question carries  
5 marks) 5x5=25

1. Write a short notes on Facility, Inventory, Transportation and Information as supply chain drivers.
2. What do you understand by 'Understanding the customer' and 'supply chain uncertainty' ? Name few strategy a company develops to achieve its competitive strategy.
3. What are the different types of pricing strategy ?
4. Write short notes on the following :
  - (a) Merits and limitations of personal selling
  - (b) Marketing

5. Discuss the importance of freight forwarder in marketing the Air Cargo business.
6. Explain the different types of Advertising.
7. Briefly the explain the five Ps in marketing.

## PART - B

(Answer *Any Three* questions. Each question carries 25 marks) 3x25=75

8. What are the factors influencing the developing of Air Cargo operations at Cochin Airport ?
9. Write an essay on achieving strategic fit. What are all the obstacles for achieving strategic fit ?
10. Explain the term Marketing Plan. Discuss the importance of EDI incorporation in an advanced airport cargo operation.
11. Describe the cycle and push/pull views of a supply chains. Identify the three supply chain decision phases and explain the significance of each one.
12. Write brief notes on the following :
  - (a) Positioning of a courier company and the importance in air cargo operation
  - (b) Airline Marketing
  - (c) E-market opportunities
  - (d) Goal of Logistics
  - (e) Services provided by a consolidator in export shipments.