

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

**Term-End Examination**

**June, 2011**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. (a) Elucidate the term. "Supply Chain." 10  
Explain its objectives and decision phases in Supply Chain.
- (b) What is competitive strategy ? Explain 10  
various strategies that a company may develop to achieve its competitive strategy .
2. Suppose you are appointed as Advertising 20  
Manager of an Airlines Organization. What are the factors to be borne in mind regarding the nature of advertising, activities involved in it, functions of advertising by taking into consideration various types of advertising ?
3. Explain major factors that influence freight 20  
transportation by air and its demand.

4. What is personal selling ? Explain its merits and demerits and various methods of personal selling. 20
  5. Discuss the term "behavioural obstacle." What are the incentive operational and pricing obstacles ? 20
  6. Write an essay on Airlines business and internet revolution. 20
  7. Write short notes on :
    - (a) Facility, inventory, transportation and information as supply chain drivers 10
    - (b) Components of Information 10
  8. Define 'strategic fit'. What are the obstacles that an organisation may face in achieving strategic fit ? 20
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