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School of Business

Master of Business Administration MBA Dual Specialization
Semester End Examination - May 2024

Duration : 180 Minutes
Max Marks : 100

Sem IV - MSB22T2006 - Air Cargo and Shipping Logistics Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Identify the history and evolution of cargo and logistics, highlighting key milestones and technological advancements that have shaped the industry. K3 (6)
- 2) As a marine logistics manager, you are tasked with enhancing operations after the global pandemic (COVID-19). Examine a specific scenario and the steps you would take to improve efficiency and resilience in maritime logistics in the post-pandemic era. K4 (8)
- 3) Examine the importance of a Certificate of Origin in facilitating international trade, delineating its functions in customs clearance, tariff assessment, and fraud mitigation. Explore the potential consequences for exporters and importers in the absence or inaccuracy of this document K4 (8)
- 4) List out the primary regulating bodies overseeing air cargo operations. K4 (4)
- 5) Air waybills (AWBs) are essential documents in air cargo transportation, facilitating the movement of goods from origin to destination. There are several types of air waybills, each serving a specific purpose in the shipping process. The most common types include master air waybills (MAWBs), house air waybills (HAWBs), and electronic air waybills (e-AWBs). MAWBs are issued by the carrier or its authorized agent and cover the entire shipment from the airport of origin to the airport of destination. HAWBs are issued by freight forwarders or consolidators and are used for shipments consolidated under a single MAWB. E-AWBs, on the other hand, are digital versions of traditional paper air waybills, allowing for electronic transmission of shipment data between parties. Each type of air waybill plays a crucial role in documenting and tracking air cargo shipments, ensuring smooth and efficient transportation throughout the supply chain. K3 (9)

Question-1-Identify the master air waybills (MAWBs), house air waybills (HAWBs), and electronic air waybills (e-AWBs) in air cargo transportation, highlighting their respective advantages and limitations.(5marks).

Question-2-Evaluate the significance of electronic air waybills (e-AWBs) in the modern air cargo industry, discussing their impact on operational efficiency, cost-effectiveness, and environmental sustainability compared to traditional paper-based air waybills. (4marks)

6) Assume the role of Chief Operations Officer for a prominent global air freight enterprise. There are big changes happening in the industry, and your business is working hard to evolve with it. Assess how being involved in the International Air Transport Association (IATA) will help you overcome obstacles and make sure your air freight operations are successful. K5 (10)

7) As the Operations Manager of a freight forwarding company, you are encountering challenges in coordinating and standardizing the documentation and processes involved in international shipments. Explain how can engaging with the International Federation of Freight Forwarders Associations (FIATA) help address these challenges and enhance the efficiency of your company's operations? K5 (10)

8) International Shipping Conventions are agreements established by international organizations, such as the International Maritime Organization (IMO) and the International Civil Aviation Organization (ICAO), to regulate various aspects of maritime and air transportation. These conventions set forth standardized rules, regulations, and guidelines aimed at promoting safety, security, efficiency, and environmental protection in the shipping industry. Examples of prominent international shipping conventions include the International Convention for the Safety of Life at Sea (SOLAS), the International Convention for the Prevention of Pollution from Ships (MARPOL), the International Convention on Standards of Training, Certification and Watchkeeping for Seafarers (STCW), and the Chicago Convention on International Civil Aviation. These conventions establish minimum standards and requirements that member states are obligated to adhere to, ensuring a uniform approach to maritime and air transportation practices worldwide. K5 (15)

Question-1-Explain some key provisions of the SOLAS (Safety of Life at Sea) Convention and their significance in ensuring maritime safety? (7marks).

Question-2-Discuss the role of international organizations such as the IMO (International Maritime Organization) in developing and updating international shipping conventions.(8marks)

- 9) Title: The Mystery of the Missing Dock Receipt Once upon a time, in the bustling port town of Seaview, there stood an old, weathered warehouse that housed all manner of goods imported and exported from far-off lands. Among the stacks of crates and barrels, there lay a mystery waiting to be unraveled. The warehouse manager, Mr. Thompson, was in a frenzy. A crucial dock receipt, essential for clearing a shipment of rare spices from the distant island of Zephyria, had gone missing. Without it, the customs officials wouldn't release the goods, and the valuable cargo would be stuck indefinitely. Mr. Thompson summoned his most trusted employee, Sarah, a sharp-eyed and resourceful young woman known for her problem-solving skills. Together, they set out to solve the mystery of the missing dock receipt. Their first challenge was retracing the steps of the shipment. They combed through the records, interviewed dock workers, and even reviewed surveillance footage, but to no avail. The receipt seemed to have vanished into thin air. As frustration mounted, they encountered their next obstacle: a rival warehouse owner, Mr. Reynolds, who had a reputation for underhanded tactics. Suspicion fell on him, but without concrete evidence, they couldn't confront him directly. Desperate for leads, Sarah delved deeper into the warehouse's inner workings. She discovered discrepancies in the inventory logs, suggesting a possible internal sabotage. With tensions running high, trust among the warehouse staff began to waver. Just when all seemed lost, Sarah stumbled upon a clue—a faint imprint of a dock receipt on an old stack of paperwork. It had been hastily scribbled over, as if someone had tried to erase it. Following this lead, they uncovered a trail of deception leading straight to Mr. Reynolds. In a dramatic confrontation, Sarah presented the evidence to the authorities. With the truth exposed, Mr. Reynolds confessed to tampering with the receipt in a bid to sabotage his competitor. The missing dock receipt was recovered, and justice was served. In the end, the crisis was averted, thanks to Sarah's tenacity and quick thinking. The shipment of rare spices from Zephyria was finally cleared, and the warehouse returned to its bustling normalcy. But the mystery of the missing dock receipt would forever be remembered as a testament to the power of perseverance in the face of adversity.

Question-1-Discuss the key role played by Sarah in solving the mystery of the missing dock receipt and restoring order to the warehouse. (6marks).

Question-2-Describe the sequence of events that led to Mr. Reynolds becoming a suspect in the investigation. (6marks).

Question-3- What was the pivotal challenge faced by Mr. Thompson

and Sarah, and how did it impact the warehouse's operations? (6marks).

- 10) Cambata Shipping Company involved in international trade faces a situation where there are discrepancies between the information on the Bill of Lading and the actual goods received at the destination port. This has led to complications, delays, and potential financial losses. Question-1-(6 marks):- Discuss How can the company address the discrepancies in the Bill of Lading and prevent such issues in future shipments. Question-2-(6 marks)- What specific steps are in place to verify and cross-check information during the shipping process?

K6 (12)