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**School of Business**  
**Bachelor of Business Administration**  
**Semester End Examination - May 2024**

**Duration : 180 Minutes**  
**Max Marks : 100**

**Sem VI - D1UB603T - Air Cargo 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 layers of logistics (1PL-5PL) and their significance in the supply chain. Explain the primary functions and interactions of each layer with example. K3 (6)
  
- 2) You are the chief technology officer (CTO) at a Quilt air cargo company, and you are responsible for driving technological advancements to enhance efficiency, safety, and competitiveness in the air cargo industry. Examine how would you leverage technological advancements to revolutionize air cargo operations, and what strategies would you implement to stay at the forefront of innovation in the industry? K3 (9)
  
- 3) Analyze the fluctuations in prices effect demand and supply-chain in logistics or aviation industry? K4 (4)
  
- 4) As the sustainability manager for a Seven Seas cargo company, you are tasked with addressing environmental concerns and reducing the company's carbon footprint. The air cargo industry is under increasing scrutiny for its impact on the environment, and stakeholders are demanding more eco-friendly practices. Examine your approach to this situation and implement measures to mitigate environmental issues in air cargo operations. K4 (8)

5) As the compliance manager of a prominent air cargo company, you have recently been informed about the latest revisions to the legislation and standards that regulate air cargo operations in your area. To ensure ongoing compliance with the latest regulations and standards in air cargo, a thorough examination would be conducted. This examination would involve assessing the current practices and procedures of the company in relation to the regulations and standards. Any gaps or areas of non-compliance would be identified. To implement necessary changes or updates, a systematic approach would be followed. This would include developing a comprehensive plan that outlines the specific actions required to address the identified gaps. The plan would be communicated to relevant stakeholders and implemented through a coordinated effort. Regular monitoring and evaluation would be conducted to ensure the effectiveness of the implemented changes and updates.

K4 (8)

Question-1(4 marks)-What are the specific revisions to the legislation and standards that regulate air cargo operations in our area, and how do they impact our company's operations?

Question-2(4 marks)-Can you describe the process for assessing our comp

6) Consider a scenario where an air cargo company is tasked with transporting the remains of a deceased individual to another country for a funeral service. Discuss the specific procedures, considerations, and regulations that the air cargo company should adhere to when handling and transporting human remains via air cargo. Highlight the key steps involved in ensuring a dignified and secure transportation process.

K5 (10)

7) Consider a situation where an air cargo facility receives a shipment of perishable goods intended for international transportation. The cargo includes temperature-sensitive pharmaceuticals that require specific handling conditions. Outline the cargo acceptance and handling procedure that the air cargo facility should follow to ensure the secure and proper transportation of the perishable goods. Highlight the key steps, documentation requirements, and communication protocols involved in this scenario.

K5 (10)

8) As the Head of Security at SkyLink Cargo, Alex had always prioritized the safety of their cargo operations. However, recent incidents of cargo theft and concerns about potential terrorist threats had heightened the urgency of their mission. One day, as Alex reviewed the security protocols in place, he received alarming news: a shipment of high-value electronics had gone missing en route to its destination. Despite extensive security measures, including surveillance cameras and access control systems, the cargo had disappeared without a trace. Determined to uncover the truth and prevent future incidents, Alex delved deeper into the investigation. He discovered that gaps in the cargo handling process, such as inadequate screening procedures and lax oversight during transit, had left the shipment vulnerable to theft. As Alex grappled with the challenges of enhancing cargo security, he faced another setback: new regulations imposed by aviation authorities required stricter screening protocols and enhanced security measures for all air cargo shipments. Implementing these regulations proved to be no easy task. SkyLink Cargo's existing infrastructure was not equipped to handle the increased demands for screening and monitoring. The cost of upgrading security systems and training personnel was substantial, and logistical constraints threatened to disrupt cargo operations. Despite these challenges, Alex remained steadfast in his commitment to enhancing air cargo security. He spearheaded efforts to upgrade SkyLink Cargo's security infrastructure, investing in advanced screening technologies and training programs for staff. Additionally, Alex collaborated closely with regulatory authorities and industry partners to ensure compliance with the new regulations while minimizing disruptions to cargo operations. Through strategic partnerships and innovative solutions, he was able to streamline security procedures and improve cargo handling processes. Over time, SkyLink Cargo's efforts paid off. Incidents of cargo theft decreased, and the implementation of enhanced security measures bolstered customer confidence in their services. Alex's unwavering dedication to air cargo security had transformed SkyLink Cargo into a trusted leader in the industry, ensuring the safe and secure transport of goods around the world.

Question-1(7 marks)-How did Alex identify gaps in the cargo handling process that left shipments vulnerable to theft, and what steps did he take to address these vulnerabilities?

Question-2(8 marks)- Considering the dynamic nature of security threats in the air cargo industry, what strategies should SkyLink Cargo continue to employ to maintain and improve air cargo security in the future?

- 9) FlyLogistics, a global air cargo carrier, is reviewing its pricing strategies to stay competitive and maximize profitability in the dynamic logistics market. The company faces challenges in balancing customer demands for cost-effectiveness with the need to maintain service quality. FlyLogistics offers air cargo services for a diverse range of clients, including e-commerce retailers, manufacturers, and perishable goods suppliers. The company is considering adjustments to its pricing models to accommodate different client needs, maintain competitiveness, and ensure sustainable revenue growth.

Challenges:-Cost Dynamics, Segmentation, Value-Added Services, Competitive Positioning.

Question 1 How can FlyLogistics ensure competitive positioning through its pricing strategies in the air cargo industry? (6 Marks).

Question 2- In what ways can FlyLogistics communicate the value proposition of its air cargo services through pricing strategies? (6 marks)

- 10) In GOA air cargo terminal, where shipments from around the world converged, Global Logistics Inc. faced a daunting challenge: ensuring secure and efficient management of terminal access. With an increasing volume of valuable cargo passing through their facilities each day, they recognized the urgent need to establish robust protocols and procedures for managing cargo terminal access. As the Operations Manager at Global Logistics Inc., Sarah was tasked with spearheading the development of these protocols and procedures. However, she quickly realized that the task was easier said than done. The first challenge Sarah encountered was determining the most effective authentication methods for granting access to the cargo terminal. Traditional methods like key cards and PIN codes were vulnerable to theft or misuse, while biometric solutions posed privacy concerns and could be costly to implement. After careful consideration, Sarah decided to implement a multi-factor authentication system that combined biometric scans with personalized access codes. This approach would provide an additional layer of security while minimizing the risk of unauthorized access. Next, Sarah turned her attention to the authorization process. She needed to establish clear criteria for granting access permissions based on employees' roles and responsibilities. However, determining the appropriate level of access for each individual proved to be a complex task, particularly in a large and diverse workforce. To address this challenge, Sarah worked closely with department heads to develop a hierarchical access control system. Employees would be assigned access levels based on their job functions, with higher-level permissions reserved for managerial staff and security personnel. Finally, Sarah focused on implementing robust audit trails to track and monitor terminal access activities. She recognized the importance of maintaining detailed records of who accessed the terminal, when they entered or exited, and which areas they visited. However, integrating audit trail functionalities into the existing infrastructure posed significant technical challenges, requiring seamless coordination between various systems and databases. Despite these obstacles, Sarah remained determined to develop protocols and procedures that would ensure the security and efficiency of cargo terminal access. With careful planning, collaboration, and innovative solutions, she was confident that Global Logistics Inc. would overcome these challenges and emerge stronger than ever before. In the end, Sarah's efforts paid off as Global Logistics Inc. successfully implemented comprehensive protocols and procedures for managing cargo terminal access. The multi-factor authentication system, hierarchical access control, and robust audit trails provided the foundation for a secure and efficient terminal environment, earning praise from customers and regulatory authorities alike. Question-1(6marks)-Can you describe the authorization process Sarah implemented for assigning access

permissions to employees, and how did she ensure alignment with employees' roles and responsibilities?

Question-2(6marks)-How did Sarah address concerns regarding the security and privacy implications of implementing biometric authentication methods in the cargo terminal?

Question-3(6marks)-Reflecting on the case study, what lessons can be learned from Sarah's experience in developing protocols and procedures for managing cargo terminal access?