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M.B.A.

Nov 2009

(304F) INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

(International Business Specialization)

(Sem. - III) (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

*Instructions to the candidates:*

- 1) Answer any five questions.
- 2) All questions carry equal marks.

**Q1)** State the characteristics of global supply chains and discuss importance of effective management of supply chains in global business.

- Q2)** a) Explain the logistical objectives of transport of goods in global business.  
b) Discuss factors influencing mode and carrier selection decision in international business.

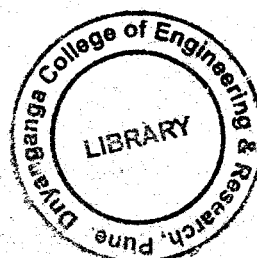
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- Q3)** a) Describe the role of 4 PL service provider in global business.  
b) Discuss the determinants for outsourcing decisions.

**Q4)** State the relation of customer service strategy with supply chain strategy. Suggest a framework for developing customer service strategy.

- Q5)** a) Describe in brief content and purpose of any three documents used in global logistics operations.  
b) Explain how does containerization helps in efficient logistics operations.

**Q6)** Describe the decisions made in Network Design. Discuss factors influencing Network Design decisions.



P.T.O.

**Q7)** You are a Country Manager of a company in cosmetics business. Discuss supply chain related issues involved if the manufacturing plant is located in each of the following country.

- a) Egypt
- b) Russia
- c) China

**OR**

“Supply chain compete, not companies”. Discuss the statement of Christopher.

**Q8)** Write notes on any two of the following :

- a) Bullwhip effect.
- b) Modeling in supply chain.
- c) Performance measurement of supply chain.
- d) IT solutions for supply chain management.

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