



QP CODE: 24802913



24802913

Reg No : .....

Name : .....

**MBA DEGREE EXAMINATION, MAY 2024**

**Fourth Semester**

Faculty of Management Science

Master of Business Administration

**Elective - MB830407 - GLOBAL OPERATIONS & LOGISTICS MANAGEMENT**

2019 Admission Onwards

C47EBE5B

Time: 3 Hours

Maximum Marks: 60

**Part A**

*Answer any five questions. Each question carries 2 marks.*

1. What is Global Strategy?
2. Define two driving forces in Globalization.
3. Define two challenges faced while configuring a Supply Network.
4. What is global competitiveness?
5. What is dual Exchange Rate?
6. Define LMIS.
7. What is income centre in logistics responsibility center?

(5×2 = 10 Marks)

**Part B**

*Answer any five questions. Each question carries 6 marks.*

8. Explain the Current and future challenges faced by a Global Market.
9. Differentiate a Multi domestic strategy and International Strategy.
10. Describe manufacturing in multiple locations
11. What are the benefits of Globalization in Manufacturing?
12. Explain the three types of operating exposure.





13. What are the elements of Logistics Information System?
14. Explain Dynamic Routing.

(5×6 = 30 Marks)

**Part C**

*Answer any **two** questions. Each question carries **10** marks.*

*Question number 17 is compulsory .*

15. Explain the economic impact on Developed Nations through Globalization. Does it have a beneficial impact
16. What are the Export Pricing Strategies used by Exporting Firms?

**Compulsory Question**

17. It has been noticed that various MNC are doing well globally even in weaker economies. Are Indian companies successful globally? Explain with evidence. What do you think has to be enhanced for Indian companies to be successful globally

(2×10 = 20 Marks)

