



QP CODE: 24802923



24802923

Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2024

Fourth Semester

Faculty of Management Science

Master of Business Administration

Elective - MB850407 - INTERNATIONAL LOGISTICS AND SUPPLY CHAIN

MANAGEMENT

2019 Admission Onwards

D80EEA92

Time: 3 Hours

Maximum Marks: 60

Part A

Answer any five questions. Each question carries 2 marks.

1. What are the reasons for the growth international logistics?
2. What is meant by Chartering ?
3. Define Air Freight.
4. Write notes on Dry ports.
5. What is meant by a freight forwarder?
6. How could an auto manufacturer use transportation to increase the efficiency of its supply chain?
7. "Information is crucial to supply chain performance" - Elucidate.

(5×2 = 10 Marks)

Part B

Answer any five questions. Each question carries 6 marks.

8. What is meant by value added services? Why these services are considered essential in a customer success program?
9. Enumerate the Role and intermediaries in shipping industry.
10. Critically examine the carrier consignee liabilities in air cargo transportation.





11. How do inventory management strategies like JIT and EOQ influence international marketing?
12. What are the different operations involved in warehousing?
13. Evaluate the strengths and weaknesses of different modes of transportation.
14. Explain the concept of total cost analysis.

(5×6 = 30 Marks)

Part C

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

Question number 17 is compulsory .

15. With the help of suitable example clearly explain the objectives of Logistics.
16. A speciality chemical company is considering expanding its operations into Brazil, when five companies dominate the consumption of speciality chemicals. What sort of distribution network should this Company utilize?

Compulsory Question

17. An international pharmaceutical company needs to ensure the timely and efficient distribution of its products across several countries, each with its own regulatory requirements. The company currently faces challenges in maintaining optimal inventory levels and ensuring compliance with local regulations. Evaluate the company's inventory management system and recommend solutions for improving inventory control and warehousing practices to support its international marketing objectives while ensuring compliance and reducing costs.

(2×10 = 20 Marks)

