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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (2023- 2024)

Subject: Global Business Management for Logistics and Supply Chain

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. _____ also focuses on the facility of rapid response for a particular demand or order.(CO1) 1
- (a) Pull supply chain strategy
- (b) push strategy
- (c) Backward integration
- (d) None of these
- 1-b. Once the risks are known and analyzed, companies may decide to come up with strategies to address them. This is called _____(CO1) 1
- (a) identification
- (b) mitigation
- (c) assessment
- (d) monitoring
- 1-c. An international business document that certifies the country of origin of the shipment is called _____.(CO2) 1
- (a) Bullwhip effect
- (b) AWB
- (c) consular invoice
- (d) Certificate of Origin
- 1-d. A _____made out on a specially printed form contains detailed 1

particulars, such as description, quantity, grade and value of the merchandise shipped. (CO2)

- (a) Bullwhip effect
- (b) AWB
- (c) bill of lading
- (d) consular invoice

1-e. ___ occurs when one company transfers the right to use or sell a product to another company. (CO3) 1

- (a) Exporting
- (b) Importing
- (c) Joint Venture
- (d) Licensing

1-f. These investments involve buying the land and resources to build a facility internationally and hiring a staff to run it. (CO3) 1

- (a) Franchising
- (b) Joint Venture
- (c) Greenfield investments
- (d) Exporting

1-g. In the context of procurement and supply management, what does E-perspectives primarily focus on? (CO4) 1

- (a) Traditional procurement methods
- (b) Digital transformation and technology integration
- (c) Manual record-keeping
- (d) Paper-based communication

1-h. Which of the following is NOT a component of supply management in the context of global supply-chain networks? (CO4) 1

- (a) Inventory management
- (b) Logistics optimization
- (c) Regional monopolization
- (d) Cross-border trade regulations

1-i. How does evaluation of competitive forces contribute to international sales and marketing? (CO5) 1

- (a) It encourages monopolistic behavior
- (b) Global supply chain
- (c) Operations Management
- (d) Markets where the products are most needed

1-j. Which component is essential for forming a complete project plan for an international venture? (CO5) 1

- (a) Ignoring the trade financial plan

- (b) Excluding the global supply chain plan
- (c) Omitting the international marketing plan
- (d) Integrating the trade financial plan and the global supply chain plan

2. Attempt all parts:-

- 2.a. Name the different operations in global supply chains.(CO1) 2
- 2.b. Define greenfield venture.(CO2) 2
- 2.c. Differentiate between process, product, and service design.(CO3) 2
- 2.d. Briefly explain the difference between domestic and international procurement.(CO4) 2
- 2.e. Give the relevance of competitive forces analysis.(CO5) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Explain "Bull whip" effect in detail. (CO1) 6
- 3-b. Describe the role of technology in optimizing global supply chains.(CO1) 6
- 3-c. Discuss how factors such as market size, growth potential, competition, regulatory environment, and cultural considerations influence decision-making.(CO2) 6
- 3-d. Give a detailed note on how companies assess the risks associated with international expansion.(CO2) 6
- 3.e. Discuss how does operations management contribute to competitive advantage and organizational success.(CO3) 6
- 3.f. Discuss the role of technology in enhancing strategic sourcing relationships.(CO4) 6
- 3.g. Critically assess the effectiveness of various marketing and sales solutions in achieving business objectives in international markets.(CO5) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Discuss the significance of globalization in supply chain management. Highlight how does it impact sourcing, production, and distribution.(CO1) 10
- 4-b. A multinational electronics company is expanding its operations globally. What are the key considerations they should keep in mind while setting up their global supply chain network? Advise them on managing complexities associated with international logistics and regulations.(CO1) 10

5. Answer any one of the following:-

- 5-a. Compare and contrast modes such as exporting, licensing, joint ventures, and foreign direct investment (FDI).(CO2) 10
- 5-b. Imagine you are a senior executive at a leading technology company planning to expand into the European market. How would you apply corporate decision-making criteria to evaluate potential market entry strategies? Consider factors such as market size, regulatory environment, competitive landscape, and cultural considerations in your analysis.(CO2) 10

6. Answer any one of the following:-

- 6-a. Explain how companies balance resource capacity with demand variability and market uncertainty.(CO3) 10
- 6-b. You are leading a quality improvement initiative for a healthcare organization. Describe how you would implement Total Quality Management (TQM) principles to enhance patient care, minimize errors, and improve overall organizational performance.(CO3) 10

7. Answer any one of the following:-

- 7-a. Develop a plan to enhance collaboration between procurement and supply chain management within an organization.(CO4) 10
- 7-b. Analyze the potential risks and benefits of forming strategic alliances with suppliers (CO4) 10

8. Answer any one of the following:-

- 8-a. Synthesize green logistics principles with supply chain management techniques to design an environmentally sustainable global supply chain plan.(CO5) 10
- 8-b. Combine trade financial planning, market research, and risk analysis to create a robust financial strategy for an international venture.(CO5) 10

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