

- (c) green marketing
- (d) green procurement
- 1-d. Form for refund of central excise is an important fiscal incentive for export promotion. (CO2) 1
- (a) Custom's officer
- (b) Bill of lading
- (c) AR4 & AR5
- (d) None of these
- 1-e. Global operations sustainability doesnot include _____.(CO3) 1
- (a) eco design
- (b) green buildings
- (c) use of fossil fuels
- (d) green supply chain
- 1-f. Reducing shipping costs and greenhouse-gas emissions: (CO3) 1
- (a) green logistics
- (b) green production
- (c) green marketing
- (d) green procurement
- 1-g. What is the primary advantage of leveraging global supply-chain networks?(CO4) 1
- (a) Increased lead times.
- (b) Reduced supply chain complexity
- (c) Regionalized sourcing limitations
- (d) Limited supplier diversity
- 1-h. How does strategic sourcing differ from traditional procurement approaches?(CO4) 1
- (a) Strategic sourcing focuses on short-term cost reduction.
- (b) Strategic sourcing emphasizes long-term supplier partnerships
- (c) Strategic sourcing involves minimal supplier involvement.
- (d) Strategic sourcing relies solely on reactive procurement decisions.
- 1-i. What is the primary goal of a global supply chain plan in an international venture?(CO5) 1
- (a) Increasing supply chain complexity

- (b) Minimizing supply chain transparency
- (c) Enhancing supply chain efficiency and effectiveness
- (d) Isolating supply chain partners

- 1-j. How do international sales and marketing strategies differ from domestic strategies?(CO5) 1
- (a) International strategies prioritize cultural awareness and localization
 - (b) International strategies disregard target market demands
 - (c) International strategies focus solely on cost reduction
 - (d) International strategies exclude competitive analysis

2. Attempt all parts:-

- 2.a. Give the meaning of globally dispersed supply chains.(CO1) 2
- 2.b. Enumerate the challenges faced in global transportation.(CO2) 2
- 2.c. Identify two factors that influence resource allocation decisions.(CO3) 2
- 2.d. Enumerate the components of e-SCM.(CO4) 2
- 2.e. Discuss one method companies can use to gather information about their target market in a foreign country.(CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Explain the demand risks in global supply chain management.(CO1) 6
- 3-b. Discuss the role of supply chain operations management in optimizing global supply chain performance.(CO1) 6
- 3-c. Examine how the international trade documents facilitate customs clearance and regulatory compliance in different countries.(CO2) 6
- 3-d. Provide examples of how companies can optimize their trade channel networks to improve efficiency and reduce costs.(CO2) 6
- 3.e. Explain how do companies balance cost considerations, lead time reduction, and risk management in designing and managing global supply chains.(CO3) 6
- 3.f. Evaluate the effectiveness of using a balanced scorecard in supply management best practices.(CO4) 6
- 3.g. Combine trade financial planning, market research, and risk analysis to create a robust financial strategy for an international venture.(CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Explain the concept of supply chain risk management in a global context. 10
Explain some common risks associated with global supply chains, and how can they be mitigated.(CO1)
- 4-b. A fashion retailer sources raw materials from multiple countries, manufactures 10
products in several locations, and sells them worldwide. Discuss the
advantages and challenges of such a geographically dispersed supply chain.
Explain how can the company leverage technology and strategic partnerships
to enhance visibility and coordination across its global operations. (CO1)

5. Answer any one of the following:-

- 5-a. Discuss the importance of conducting risk assessments, including political, 10
economic, legal, and operational risks.(CO2)
- 5-b. As the supply chain manager for a global retail chain, you are tasked with 10
optimizing the company's international logistics operations. Describe how you
would manage global sourcing, transportation, and facility network design to
ensure efficient and cost-effective supply chain management. Provide
examples of how you would leverage intermediaries and technology solutions
to enhance logistics operations.(CO2)

6. Answer any one of the following:-

- 6-a. Discuss the importance of operations planning in aligning production capacity 10
with demand.(CO3)
- 6-b. You are responsible for managing procurement activities for a global IT 10
company. Describe how you would develop a global procurement strategy to
source products and services from diverse suppliers while ensuring quality,
cost-effectiveness, and compliance with international regulations.(CO3)

7. Answer any one of the following:-

- 7-a. Explain how strategic sourcing can lead to competitive advantage for an 10
organization.(CO4)
- 7-b. List and describe the key elements of a strategic sourcing process.(CO4) 10

8. Answer any one of the following:-

- 8-a. Develop a comprehensive marketing and sales strategy incorporating both 10
traditional and digital channels for an international venture.(CO5)
- 8-b. Evaluate the potential risks associated with different trade financial plans for 10
international ventures (CO5)