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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

Roll. No:

Subject Code:- AMBALS0411

(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

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

1. Attempt all parts:-

- 1-a. By having multiple suppliers and production facilities across different 1 countries, businesses can enhance supply chain _____.(CO1)
 - (a) problems

(b) resilience

(c) issues

(d) all of these

1-b. One of these is not an R of reverse logistics.(CO1)

- (a) Recommend
- (b) Recall
- (c) Return
- (d) Repair

1-c. Optimizing process control and product formulation: (CO2)

- (a) green logistics
- (b) green production

20

Max. Marks: 100

1

1

(c) green marketing

(d) green procurement

1-d. Form for refund of central excise is an important fiscal incentive for export 1 promotion. (CO2)

1

1

- (a) Custom's officer
- (b) Bill of lading
- (c) AR4 & AR5
- (d) None of these

1-e. Global operations sustainability doesnot include ______.(CO3)

- (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)
 - (a) green logistics
 - (b) green production
 - (c) green marketing
 - (d) green procurement
- 1-g. What is the primary advantage of leveraging global supply-chain 1 networks?(CO4)
 - (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 1 approaches?(CO4)
 - (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 1 venture?(CO5)
 - (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 1 strategies?(CO5)
 - (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. Ansv	ver any <u>five</u> of the following:-	
З-а.	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 <u>one</u> 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)