



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – Dec, 2020

Program: MBA (LSCM)
Subject/Course: Global SC Management
Course Code: LSCM8003

Semeste: III
Max. Marks: 100
Duration : 3 Hours

IMPORTANT INSTRUCTIONS

Section A (30 Marks)

1. Each Question will carry 5 Marks

2. Instruction: Complete the statement / Select the correct answer(s)

	Questions	COs
1	_____ clauses are contractual clauses, which alter parties' obligations and/or liabilities under a contract when an extraordinary event or circumstance beyond their control prevents one or all of them from fulfilling those obligations.	CO1
2	Transit time refers to time elapses between_____ & _____ whereas lead-time is time between_____ & _____.	CO3
3	_____ refers to coastal shipping, according to which no foreign flag ship can operate on Indian coastline without the permission of _____.	CO3
4	List four categories of import.	CO4
5	The two types of services offered in shipping are_____ & _____.	CO3
6.	Write the full forms of- a. ICEGATE b. LEO c. DGFT d. CISG e. ASEAN	CO1

Section B (50 Marks)

1. Each question will carry 10 marks

2. Instruction: Write short / brief notes		
Q.7	Explain the significance of contracts in International business. What are the three main elements that a contract should have to be enforceable? Explain these elements in brief.	CO2
Q.8	How Inland Container Depots (ICDs) are different from Container Freight Stations (CFSs)? What is the importance of an ICD in International transportation?	CO4
Q.9	Discuss the importance supplier relationship and explain the linear averaging method used for supplier evaluation.	CO2
Q.10	Explain Licensing as a market entry strategy in International Business. Also, discuss advantages and disadvantages associated with licensing.	CO2
Q.11	Explain briefly the importance of documentation in International logistics. How Shipping Bill is different from Bill of Entry?	CO4
Section C (20 marks)		
Attempt any one		
<i>This Question carries 20 Marks.</i>		
	Caselet	
Q.13	<p>Logistics Operations ABC Ltd. is the country's largest manufacturer of spun yarn with well-established market. ABC Ltd. has good reputation for quality and service. Their marketing department identified that the potential for global market is expanding rapidly and hence the company undertook exercise for expansion of the capacity for export market. The company formed team of Marketing and Materials department to study the global logistics possibilities. After extensive study, the team came up with a report on global logistics and submitted that global logistics is essentially same as domestic due to following similarities:</p> <ul style="list-style-type: none"> • The conceptual logistics framework of linking supply sources, plants, warehouses and customers is the same. • Both systems involve managing the movement and storage of products. • Information is critical to effective provision of customer service, management of inventory, vendor product and cost control. • The functional processes of inventory management, warehousing, order processing, carrier selection, procurement, and vendor payment are required for both. • Economic and safety regulations exist for transportation. <p>The company had very economical and reliable transportation system in existence. For exports as well they decided to evaluate capabilities of their existing transporter and entrusted them with the job of transport till port. For customs formalities they engaged a good CHA after proper cost evaluation and entered into contract for freight with shipping company agent. The response for company's export was very good and the company could get as many as 15</p>	CO4

customers within first two months and reached to a level of USD 250,000 per month by the end of first half of the year. Based on this response the export volumes were expected to grow to a level of USD 400,000 per month by the end of the year. When the review was made at the end of the year, company found that export volumes had in fact come down to the level of USD 120,000 which was much lower than it had reached in the first half of the year. The managing committee had an emergency meeting to discuss this and the export manager was entrusted with the task of identifying the reasons for this decline. Mr. Ganesh decided to visit the customers for getting the first hand information. When he discussed the matter with the customers, the feedback on the quality and price were good but the customers were very upset on the logistic services due to delayed shipments, frequent changes in shipping schedules, improper documentation, improper identifications, package sizes, losses due to transit damages etc. After coming back, the export manager checked the dispatch schedules and found that production and ex-works schedules were all proper. Then he studied the logistics systems and found that the logistics cost was very high and all the logistics people were de motivated due to overwork and were complaining of total lack of co-ordination and the system had become totally disorganised.

Questions

- a. Explain the problems experienced by ABC Ltd. What is the main cause of these problems?
- b. What logistics model should the company go for to ensure proper operations of the company?

OR

What do you understand by the protectionism policy with reference to International free trade? Give arguments in favor of protectionism. List different protectionism techniques followed by the governments.