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Roll No.

CC-392

M.B.A. EXAMINATION, Dec. 2017

(Third Semester)

(Main & Re-appear)

IB-04

INTERNATIONAL LOGISTICS
MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(3-66/5) M-CC-392

P.T.O.

Unit I

1. (a) Explain marketing logistics, its objectives and scope.
(b) What is the relevance of logistics in international business ?
2. (a) Explain supply chain management and how it is different from logistics ?
(b) How SCM can lead to improved customer service and enhanced global competitiveness.

Unit II

3. (a) Explain the general structure of shipping-liner and tramp operations.
(b) Code of conduct for liner conferences.
4. Write short notes on the following :
(a) Carrier consignee liabilities
(b) Air transportation advantages.

Unit III

5. Explain, how multimodal transport has assumed a newer dimension in logistics operations resulting in far reaching impact of containerization.
6. Write short notes on any *two* of the following :
(a) Dry ports of India and their significance
(b) Role of intermediaries-Freight booking and Shipping agents
(c) Growth and status of ports in India.

Unit IV

7. Explain the significance and types of warehousing facilities available in India.
8. Write short notes on the following :
(a) Applications of inventory management
(b) Total cost approach in containerization.