

Seat  
No.

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आभास - 058

**306 - SPECIALIZATION - III 436 E**  
**International Business Management**  
**(International Logistic & Supply Chain Management)**

P. Pages : 2

Time : Three Hours

Max. Marks : 60

Instructions to Candidates :

1. Do not write anything on question paper except Seat No.
2. Answersheet should be written with blue ink only. Graph or diagram should be drawn with the same pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. Attempt **any three** questions from Section I and **any two** questions from Section - II.
5. Figures to the right indicate full marks.
6. Answers to both the sections shall be written in same answer book.
7. All questions carry equal marks.

**SECTION - I**

1. Discuss concept and importance of supply chain Management in International Business ? 12
2. Write a detailed note on following concepts. 12
  - a) Functional strategies that impact SCM (Supply Chain Management) performance and.
  - b) Information functionality of supply chain.
3. Describe in detail objectives and functions of Logistic Management ? 12
4. "Logistical competence, Logistical Excellence and value added logistical service are three pillars for successful International Logistic Management". Discuss. 12
5. Write short notes on **any two**. 12
  - a) Customer value chain. 6
  - b) Supply - chain - flows. 6
  - c) Information - System - Activity. 6
  - d) Logistic - Information - System. 6
  - e) Freight Management. 6

## SECTION - II

6. Discuss various elements of Logistic Mix ? Add a note on "Containerisation" ? 12
7. Describe and explain "Logistical Packaging" ? What is returnable Logistic packaging ? 12
8. Write short notes on **any two**. 12
- a) Factors influencing freight cost. 6
  - b) Desired characteristics of Logistic - Information - System (LIS). 6
  - c) Storage Methods. 6
  - d) Warehouse costing. 6
  - e) Route Planning. 6

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