

THIRD SEMESTER BBA DEGREE EXAMINATION, NOVEMBER 2023  
(Regular/Improvement/Supplementary)  
BBA HONOURS

GBAH3B13T: INTERNATIONAL SUPPLY CHAIN MANAGEMENT

Time: 3 Hours

Maximum Marks: 80

PART A: Answer *all* the questions. Each carries *one* mark.

Choose the Correct Answer.

1. A ..... primarily aims to control the movement of storage of materials within a warehouse.
  - a) Transport management
  - b) Warehouse management
  - c) Utilities management
  - d) Technology management
2. A .....warehouse is typically operated by the firm owning the products.
  - a) Public
  - b) Private
  - c) Consolidated
  - d) Breakbulk
3. .... occurs when a multinational corporation buys products or services from one of its suppliers that produces them somewhere globally.
  - a) Outsourcing
  - b) Insourcing
  - c) Offshoring
  - d) Nearshoring
4. .... is an arrangement in which a supplier grants a dealer the rights to sell its products in exchange for some type of consideration.
  - a) Contract manufacturing
  - b) Manufacturing contract
  - c) Franchising
  - d) Licensing
5. .... is one that is developed and set up mainly for producing component parts or finished goods at a lower cost than producing them at home or in any other market.
  - a) Offshore factory
  - b) Source factory
  - c) Server factory
  - d) Contributor factory

Fill in the Blanks.

6. CPFR stands for.....
7. .... involves transactions in which products are bought for resale, for making other products, or for general business operations.
8. .... offer services to companies that have not previously exported products.
9. .... is intended to create new processes, products, and technologies that can be used throughout the global firm in all parts of the world.
10. The second step in Six Sigma process is .....

(10 x 1 = 10 Marks)

(PTO)

**PART B: Answer any *eight* questions. Each carries *two* marks.**

11. What are the different industry implications on the supply chain?
12. Comment on warehouse management.
13. What do you mean by supply chain infrastructure?
14. Give an account on letter of credit.
15. What do you mean by outsourcing?
16. Write a note on market channels.
17. What is 2PL?
18. What is meant by retailing?
19. Point out the advantages of franchising agreement.
20. List out the function of an export packaging company.

**(8 x 2 = 16 Marks)**

**PART C: Answer any *six* questions. Each carries *four* marks.**

21. What are the critical infrastructure planning guidelines for supply chain?
22. What is the purpose of World Customs Organization?
23. Explain the different components of technology infrastructure.
24. What do you mean by cross docking? Why cross docking is needed?
25. Explain the types of purchasing strategies.
26. What are the characteristics of global purchasing strategies?
27. Discuss the different modes of entry to international markets.
28. What is the purpose of an offshore factory?

**(6 x 4 = 24 Marks)**

**PART D: Answer any *two* questions. Each carries *fifteen* marks.**

29. What are the best practices of supply chain organization?
30. Elucidate the guidelines for managing global supply chains.
31. Discuss the major issues in distribution management. How would you handle these issues to make distribution management efficient and effective?

**(2 x 15 = 30 Marks)**