

**THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024****(Regular/Improvement/Supplementary)****BBA HONOURS****GBAH3B13T: INTERNATIONAL SUPPLYCHAIN MANAGEMENT****Time: 3 Hours****Maximum Marks: 80****Part A. Answer *all* the questions. Each carries *one* mark.****Choose the correct answer.**

1. Which of the following best describes the importance of integrating global supply chain functions?
  - A. It leads to isolated decision-making in different regions.
  - B. It improves coordination and efficiency across international operations.
  - C. It increases the complexity of managing supply chains.
  - D. It limits the ability to adapt to global market changes.
2. Which of the following is NOT a key market globalization driver influencing supply chains?
  - A) Technological advancements.
  - B) Government regulations.
  - C) Increased world trade levels.
  - D) Rise of "born-global" companies.
3. Which of the following is a key consideration in developing a global market channels strategy?
  - A) Product design.
  - B) Employee training.
  - C) Distribution partner selection.
  - D) Internal communication strategies.
4. The primary goal of global inventory management is to:
  - A) Maximize inventory levels.
  - B) Minimize stock outs and excess inventory.
  - C) Focus only on local inventory control.
  - D) Reduce the number of suppliers.
5. Which transportation mode is typically the most cost-effective for large, heavy shipments in global supply chains?
  - A) Air transport.
  - B) Ocean transport.
  - C) Rail transport.
  - D) Trucking.

**Fill in the Blanks.**

6. Effective global supply chain management involves the integration of \_\_\_\_\_, and \_\_\_\_\_ functions to optimize efficiency and ensure seamless operations across different regions.
7. A key factor in creating a successful global market channels strategy is aligning the channel strategy with the overall \_\_\_\_\_ of the company.

(PTO)

8. A well-designed global logistics strategy should align with the company's overall \_\_\_\_\_ and consider factors such as cost, speed, and reliability.
9. Key components of a global logistics strategy include transportation management, inventory control, and \_\_\_\_\_.
10. Expertise in emerging markets helps companies adapt to \_\_\_\_\_ and capitalize on growth opportunities in new regions.

(10 × 1 = 10 Marks)

**Part B. Answer any eight questions. Each carries *two* marks.**

11. How does the decline in government roles as producers impact global supply chains?
12. Name one coordination mechanism used in global supply chains.
13. What is the purpose of Global EDGE diagnostic tools in managing global market channels, and how can they be applied?
14. Differentiate between international purchasing and global purchasing.
15. What is the main objective of outsourcing in global supply chains?
16. List out two critical factors to consider when selecting suppliers in a global supply chain?
17. How do global distribution centres contribute to supply chain efficiency?
18. Which transportation mode is typically the fastest in global supply chains, and why is it used?
19. Why are legal considerations important in global supply chains?
20. What is the main difference between outsourcing and off-shoring?

(8 × 2 = 16 Marks)

**Part C. Answer any *six* questions. Each carries *four* marks.**

21. Briefly explain the best practices for strategic global supply chain management.
22. Identify and explain three key market globalization drivers that influence supply chains.  
How do these drivers impact the efficiency and effectiveness of global supply chains?
23. What are the key benefits of effectively managing global supply chains? Explain how proper management contributes to supply chain success and efficiency.
24. Describe two key coordination mechanisms used in global supply chains and their importance. How do they contribute to supply chain effectiveness?
25. Explain the different international market entry modes and their relevance to global supply chains.

26. Discuss the importance of cost management and supplier relationship management as key elements of a global purchasing strategy. How do they contribute to the overall success of a global supply chain?

27. Compare and contrast centralized and decentralized global purchasing strategies. What are the advantages and disadvantages of each approach?

28. What are process-based quality standards, and how do they contribute to quality management in global supply chains?

**(6 × 4 = 24 Marks)**

**Part D. Answer any *two* questions. Each carries *fifteen* marks.**

29. Discuss the implications of industry globalization drivers for supply chains in detail. Analyse how these globalization drivers affect the efficiency and structure of global supply chains and examine the declining role of governments as producers and customers. How this shift creates new opportunities and challenges for global supply chains?

30. Evaluate the key components of global supply chain infrastructure and their impact on supply chain management. Discuss international commercial terms (Incoterms) and their role in global supply chain agreements.

31. Examine the strategic make-or-buy decisions in global supply chains. How do these decisions impact cost, quality, and operational efficiency? Provide examples to illustrate your points.

**(2 × 15 = 30 Marks)**