

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020

Program: BBA (LM)
Subject/Course: International Logistics
Course Code: LSCM2012

Semester : IV
Max. Marks: 100
Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

| | | Marks | Cos |
|-----|--|--------------|------------|
| Q.1 | Discuss the issue of managing supplier relationship and explain the linear averaging method used for supplier evaluation, illustrate with relevant example. Also, explain briefly the difference between strategic supplier and preferred supplier. | 20 | CO1 |
| Q.2 | “The whole universe is a potential market for your products”. Discuss any two market entry strategies that need to be evolved to exploit this potential in context of globalization and free trade. | 20 | CO2 |
| Q.3 | Discuss the complexities of International sourcing and suggest different measures to overcome those. Also, write the importance of incoterms in international business. | 20 | CO3 |
| Q.4 | Amid rising border tensions between India and China, how important has it become to focus on Swadeshi and protectionism policy? Critically examine the current situation in detail in context of free trade and globalization. | 20 | CO3 |
| Q.5 | Documents are the soul of international trade transactions”. Elaborate this statement and discuss the importance of documentation in EXIM business. In continuation, explain the following documents: <ul style="list-style-type: none">• Certificate of origin and its importance• Negotiable bill of lading and its importance• Bill of Entry. | 20 | CO4 |

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ANSWERS