

Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2022

Course: Global Supply Chain Management

Program: MBA (LSCM)

Course Code: LSCM8003

Semester: III

Time: 03 hrs.

Max. Marks: 100

Instructions:

This Question Paper comprises of four Sections

All questions are compulsory

SECTION A

10Qx2M=20Marks

S. No.		Marks	CO
1	Who is regarded as father of containerization?	2	CO1
2	What is royalty in franchising business?	2	CO1
3.	CFS stands for_____.	2	CO1
4.	Dry ports are also referred as_____.	2	CO1
5.	Give an example of intellectual property rights (IPR).	2	CO1
6	NVOCC stands for_____	2	CO1
7	DGFT in context of international trade stands for_____.	2	CO1
8	The North American Free Trade Agreement (NAFTA) was signed on _____.	2	CO1
9	What is preferential duty rate in imports?	2	CO1
10	What is the meaning of quota in imports?	2	CO1

SECTION B

4Qx5M= 20 Marks

11	Explain the push and pull factors for the organizations in context of globalization.	5	CO2
12	What are joint ventures? Explain with suitable example, how Joint ventures can prove to be an effective market entry strategy in international business?	5	CO2
13	What is Contract manufacturing? What are potential disadvantages associated with it?	5	CO2
14	What are the different steps in procurement management process?	5	CO2

SECTION-C

3Qx10M=30 Marks

15	Discuss the significance of contract management in International trade. What are the three elements an International contract which makes it enforceable? Why Arbitration is preferred in resolving dispute between International partners instead of going to courts?	10	CO3
16	Discuss the importance of managing supplier relationship and explain the linear averaging method used for supplier evaluation, illustrate with relevant example. Also, contrast between cooperative suppliers and strategic suppliers.	10	CO3
17	Discuss the process of customs clearance process in imports in detail. Also, explain the significance of bonded warehouse in imports	10	CO3
SECTION-D 2Qx15M= 30 Marks			
18	The logistics cost in India is quite higher than most of the developed countries which is a big hindrance in the way of Make in India program. One of the main reason for this is the poor logistics infrastructure of the country. Discuss the Government initiatives to target this issue. Also, explain how containerization have redefined the global transportation.	15	CO4
19	<p style="text-align: center;">Caselet</p> <p>Logistics Operations ABC Ltd. is the country's largest manufacturer of spun yarn with well-established market. ABC Ltd. has good reputation for quality and service. Their marketing department identified that the potential for global market is expanding rapidly and hence the company undertook exercise for expansion of the capacity for export market. The company formed team of Marketing and Materials department to study the global logistics possibilities. After extensive study, the team came up with a report on global logistics and submitted that global logistics is essentially same as domestic due to following similarities:</p> <ul style="list-style-type: none"> • The conceptual logistics framework of linking supply sources, plants, warehouses and customers is the same. • Both systems involve managing the movement and storage of products. 	15	CO

- Information is critical to effective provision of customer service, management of inventory, vendor product and cost control.
- The functional processes of inventory management, warehousing, order processing, carrier selection, procurement, and vendor payment are required for both.
- Economic and safety regulations exist for transportation.

The company had very economical and reliable transportation system in existence. For exports as well they decided to evaluate capabilities of their existing transporter and entrusted them with the job of transport till port. For customs formalities they engaged a good CHA after proper cost evaluation and entered into contract for freight with shipping company agent. The response for company's export was very good and the company could get as many as 15 customers within first two months and reached to a level of USD 250,000 per month by the end of first half of the year. Based on this response the export volumes were expected to grow to a level of USD 400,000 per month by the end of the year. When the review was made at the end of the year, company found that export volumes had in fact come down to the level of USD 120,000 which was much lower than it had reached in the first half of the year. The managing committee had an emergency meeting to discuss this and the export manager was entrusted with the task of identifying the reasons for this decline. Mr. Ganesh decided to visit the customers for getting the first hand information. When he discussed the matter with the customers, the feedback on the quality and price were good but the customers were very upset on the logistic services due to delayed shipments, frequent changes in shipping schedules, improper documentation, improper identifications, package sizes, losses due to transit damages etc. After coming back, the export manager checked the dispatch schedules and found that production and ex-works schedules were all proper. Then he studied the logistics systems and found that the logistics cost was very high and all the logistics people were de motivated due to overwork and were complaining of total lack of co-ordination and the system had become totally disorganised.

Questions

	<p>a. Explain the problems experienced by ABC Ltd. What is the main cause of these problems?</p> <p>b. What logistics model should the company go for to ensure proper operations of the company?</p>		
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