

No. of Printed Pages : 3

MMPO–008

MASTER OF BUSINESS

ADMINISTRATION

(MBA)

Term-End Examination

December, 2024

**MMPO–008 : INTERNATIONAL LOGISTICS AND
SUPPLY CHAIN MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions
carry equal marks.

1. Discuss the concept of 7R framework. How can it be explained in today's complex business scenario ? 20

2. Explain the difference between ‘Global Supply Chain’ and ‘Local Supply Chain’. 20
3. Compare the different modes of transportation used in the Global Supply Chain. 20
4. “Logistics play a very crucial role in the elements of marketing mix.” Discuss this statement with the help of suitable examples. 20
5. Discuss the role of IT in Global Supply Chain Management (SCM). 20
6. Explain the process of document flow between buyer-seller and bank in context of global SCM. 20

7. (a) Describe the reasons for holding stocks in
an International Organization. 10
- (b) Critically evaluate the Inventory
Management in a global market. 10
8. “Warehousing is the backbone of International
Marketing.” Discuss. 20

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