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MMPO-008

**MASTER OF BUSINESS
ADMINISTRATION
(MBA)**

**Term-End Examination
June, 2024**

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

Time : 3 Hours

Maximum Marks : 100

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

1. (a) Define Logistics Management and explain its features. 10
(b) What is competitive advantage ? How do you gain the competitive advantage through logistics ? 10

2. Describe the merits and demerits of air transportation vis-a-vis sea transportation from the exporter's perspective. 20

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3. (a) Explain the important functions of Internal supply chain management. 10
(b) What is Global supply chain management ? Explain major challenges of Global supply chain management. 10
4. “Encouraging Reverse Logistics is a mere loss to an organization in the Present e-commerce business scenario.” Evaluate the statement and give reasons in support of your answer. 20
5. (a) Develop the list of secrets for maximizing the productivity of logistics. 10
(b) Is technology changing the future of logistics ? Formulate your answer in support of your view. 10
6. Discuss the role of information technology in the supply chain. What is the impact of e-Business in supply chain ? Give an example to support your answer. 20
7. What do you mean by strategic cost management in supply chain ? What are the various financial impacts of such costs on the supply chain ? 20
8. Describe the international logistics flow of cargo from exporter premises to importer premises and briefly explain the process. 20