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MMPO-008

**MASTER OF BUSINESS
ADMINISTRATION (MBA)
Term-End Examination**

June, 2025

**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. How has role and performance of logistics been enhanced by the growth of technology, particularly information technology ? What do you see as key trends in the future ? 20

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2. Explain why customer service should be integrated with other components of the marketing mix when management develops the firm's marketing strategy. 20
3. What is the difference between the transportation cost components of logistics cost trade off analysis and the transportation cost included in the inventory valuation ? 20
4. Compare the concept of a modern supply chain with more traditional distribution channels. Be specific regarding similarities and differences. 20
5. The five basic modes of transportation have been available for well over 50 years. In this the way it will always be only five or can you identify a sixth mode that may become economically feasible in the foreseeable future ? 20

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6. Draw the overview of International logistics flow of cargo from exporter premises to importer premises and broadly explain those phases. 20
7. Discuss future trends in International logistics management. 20
8. How 3PL and 4PL can lead to overall supply chain integration ? Explain. 20

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