No. of Printed Pages : 3 **MMPO–008**

MASTER OF BUSINESS ADMINISTRATION (MBA)

Term-End Examination

June, 2026

MMPO-008 : INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : 3 Hours *Maximum Marks : 100*

Note *: (i) Attempt any **five** questions.*

(ii) All questions carry equal marks.

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1. Draw the overview of International Logistics flow of cargo from exporter premises to importer premises and briefly explain those phases. 20

2. What is the importance of proper supplier selection for global supply chain ? Explain the criteria that you would use for selecting the supplier of raw material for your organization. 20

3. "Warehousing is the backbone of International Marketing." Comment. 20

4. What is multi model transportation of goods ? Discuss the advantages of multi model transportation as compared to segmented models of transportation. 20

5. Discuss the role of inventory management in international marketing and logistics. 20

6. How can a third party increase the supply chain surplus ? In which cases the supply chain surplus would be maximized ? 20

7. Explain the differences between simple moving average and weighted moving average method of demand forecasting ? 20

8. How is the total cost approach relevant in the case of International Business ? 20

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