

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 04 – EXAMINATION – SUMMER 2017

Subject Code: 2840501

Date: 03/06/2017

Subject Name: International Supply Chain Management

Time: 10.30 AM TO 01.30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1	Multiple Choice Questions	6
(a)		
1.	Logistics is the part of a supply chain involved with the forward and reverse flow of	
	A. Goods	B. Services
	C. Cash	D. All of the above
2.	Who does international trade allow to seek out products, services, and components in foreign countries?	
	A. Manufacturers and distributors	B. Distributors and suppliers
	C. Suppliers and public officials	D. Manufacturers and suppliers
3.	Quantitative restrictions refer to limit set by countries to curb	
	A. Imports	B. Exports
	C. Imports & Exports	D. None of the above
	Which of the following describes the use of 'incoterms' when buying internationally?	
	A. They allow the same import duty terms to apply to all goods imported from other countries	B. They allow a uniform approach to payment terms and methods for import and export
4.	C. They allow for incorporation of the exchange rate to be used as part of the terms and conditions	D. They allow an understanding and incorporation of buyer and seller responsibilities in a contract.
5.	Importer – Exporter Code. Number does not have one of the following features	
	A. It is a ten digit number	B. It is incorporated into all exim documents
	C. Directorate General of Foreign Trade or its regional offices issue this number	D. Each product will have a separate import export code number
6.	"Kaizen" is a Japanese term meaning	
	A. a foolproof mechanism	B. Just-in-time (JIT)
	C. a fishbone diagram	D. continuous improvement
Q.1	(b) Define INCOTERMS: FOB,FAS,CIF, EXW	04
Q.1	(c) Write a note on Risk in International Trade	04
Q.2	(a) Select product and country of your choice and determine the best method of entry for an exporter. Give your guidelines.	07
Q.2	(b) Write a note on Lex Mercatoria	07
OR		
Q.3	(b) Define: Arbitration VS. Mediation	
Q.3	(a) Choose two of the theories of exchange rate determination and explain them.	07
	(b) Write a note on IMPORT Documents.	07

OR

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| Q.3 | (a) Explain Custom Clearance Process in detail. | 07 |
| | (b) What are the different types of aircrafts that are used to ship cargo? | 07 |
| Q.4 | (a) Discuss different types of packaging and markings in International Trade. | 07 |
| | (b) Discuss elements of an Agency or Distributor Contract in detail. | 07 |

OR

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| Q.4 | (a) Explain different types of ships used in International Trade. | 07 |
| | (b) Write detail note on Letter of Credit. | 07 |

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| Q.5 | Case Study: | 14 |
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UPS is a large international express delivery company, has hundreds of planes in addition to its own cargo planes, he also rented hundreds of aircraft cargo aircraft, the transport capacity of more than 1,000 a day. UPS in this world has established more than 10 air transport transit center in more than 200 countries and regions of the tens of thousands of delivery centers. UPS's employees to reach hundreds of thousands. Annual turnover of the amount could reach tens of billions of dollars; express delivery companies in the world enjoy a high reputation.

UPS Company is engaged in correspondence, documents and parcel delivery business, the company quickly. It is the world's countries and regions have made access to the air traffic rights. In the China, which established a number of delivery centers. A company to take advantage of high-tech means to achieve rapid and safe, is a wide range of logistics services, image perfect.

Questions:

1. Why do we say UPS is an international logistics business, and general transport logistics Company?
2. To describe the international express logistics enterprise in the development prospects?

OR

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| Q.5 | Case Study: | 14 |
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Whirlpool's Supply Chain Management Challenges

While the Whirlpool brand has long been associated with reliable household appliances, its delivery performance in 2000 was anything but reliable. In every measurable way, the supply chain was failing to meet expectations inventory quantities were either too low or too high, or they had the right inventory delivered to the wrong place. These inconsistencies were frustrating to retail partners and customers alike, and it was clear to executive leadership that these supply chain management issues had to be fixed.

The Consequences of Expansion

Of course, this situation that Whirlpool found itself in did not come about overnight. In fact, many of problems that led to this crisis were a result of the company's geographic expansion and business acquisitions. With many different systems and procedures cobbled together into an unwieldy mess, the supply chain management team found that this complex, patchwork reporting made it exceedingly difficult to track and control all of Whirlpool's production and distribution processes.

Due to these supply chain issues, the company's overall availability rate-which measures how often a product is in the right place at the right time was only 83% in 2000. Relative to industry standards, this was considered a dismal failure. The unfortunate irony of the situation is that availability

was low even while total inventory levels were often too high. In terms of supply chain management, Whirlpool was at a competitive disadvantage.

The benefits of standardizing systems

To remedy of these extensive problems, the whirlpool supply chain management and IT teams took on the massive task of replacing their myriad production scheduling and distribution systems with a streamlined, standardized solution. The new system had a central platform for master scheduling, inventory planning and deployment planning, plus collaborative tools for forecasting and replenishment. This foundation allowed for great strides in supply chain management, with greater efficiency and cost savings across the board.

Questions:

1. Analyze problems faced by Whirlpool's supply chain management.
2. Evaluate the solution adopted by the Whirlpool and give your opinion.
