Seat No.:	Enrolment No.
Deat 110	Emoment 10.

## GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION - SUMMER 2013

Subject Code: 2840501 Date: 10-05-2013 **Subject Name: International Supply Chain Management (ISCM)** Time: 14:30pm - 17:30pm**Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. **Q.1** (a) Explain different drivers of International Trade. 07 (b) Differentiate: Hague Rules, Hague-Visby Rules, and "Hamburg Rules 07 **Q.2** (a) Discuss the role of Communication as a part of Competitive advantage in International logistics?. (b) What are major cost of International logistics? How these costs are going to change with the implication of WTO? (b) What are the elements that differentiate International logistics from 07 Domestic logistics. **Q.3** (a) Explain different methods of entry regrouped under the term "Indirect 07 Exports? (b) Discuss main elements of Air, land and maritime transportation 07 Infrastructure. OR **Q.3** (a) What are the differences between Mediation and Arbitration? How 07 different are they from the proceedings in the court of law? (b) Explain the Incoterms: FAS,CIF, CIP, DEQ **07 Q.4** (a) Discuss different types of hedges that firm can use to protect itself against 07 transaction Exposure?. (b) Discuss different transportation documents required as a part of 07 **International Commercial Documents 07 Q.4** (a) Discuss different marine Insurance clauses in detail. **Q.4** (b) Discuss different types of Ocean containers and explain how they are used? **Q.5** (a) Elaborate different non-tariff barriers and discuss its usefulness. 07 **(b)** What are different types of aircraft that are used ot ship cargo? 07 **Q.5** (a) Write a note on : packaging as a marketing Tool. 07 **(b)** Write a short note on: 1. Letter of Credit 2. Trade Card. 07 \*\*\*\*\*\*\*

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