

R6892

Sub. Code

652201

M.B.A. (IB) DEGREE EXAMINATION, APRIL – 2022

Second Semester

International Business

BUSINESS RESEARCH METHODOLOGY

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 2 = 10)

Answer **all** the questions.

1. Define Research.
2. What do you mean by sampling error?
3. Give any two advantages for observation method of data collection.
4. What is data editing?
5. What is a hypothesis?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

6. (a) Explain the importance of Research.

Or

- (b) Write a note on Review of Literature.

7. (a) Define Research design. Explain its components.

Or

(b) What are the essentials of a good sampling?

8. (a) What is a schedule? Explain the types.

Or

(b) What are the differences between primary and secondary data?

9. (a) Calculate standard deviation for the following data:

240, 260, 290, 245, 255, 288, 272, 263, 277, 251.

Or

(b) From the following data of the marks obtained by 60 students of a class, calculate the arithmetic mean:

Marks	20	30	40	50	60	70
No. of students	8	12	20	10	6	4

10. (a) Based on information on 1000 randomly selected fields about the tenancy status of the cultivation fields and use of fertilizers, collected in an agro economic survey, the following classification was noted:

	Owned	Rented	Total
Using fertilizers	416	184	600
Not using fertilizers	64	336	400
Total	480	520	1000

Would you conclude that owner cultivators are more inclined toward the use of fertilizers at 5% level? Apply Chi-Square Test.

Or

(b) Define Report. What are the features of a report?

Part C

(3 × 10 = 30)

Answer any **three** questions.

11. Describe the different types of Research.
12. What is probability sampling? Explain its types.
13. Discuss about comparative scaling techniques.
14. The ranking of 10 students in two subjects A and B are as follows:

A 6 5 3 10 2 4 9 7 8 1

B 3 8 4 9 1 6 10 7 5 2

Calculate rank correlation coefficient.

15. Discuss in detail about the types of report.

Part D

(1 × 10 = 10)

Compulsory.

16. A manufacturer and marketer of electric motors would like to build a regression model consisting of five independent variables to predict sales for 15 sales territories. Build a regression model and recommend whether or not it should be used by the company. Assume sales as an dependent variable and market potential in the territory, number of dealers in the territory, number of sales person in the territory, number of service people in the territory and number of existing customers as independent variable.

R6893

Sub. Code

652202

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Second Semester

International Business

GLOBAL BUSINESS COMMUNICATION

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 2 = 10)

Answer **all** questions.

1. What do you mean by Business Communication?
2. What is known as Metaphors?
3. Define the concept "Situational Report".
4. What is Executive Summary?
5. Define the term "Acceptance" in Ex-Im communications.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

6. (a) Explain the features of business communication.

Or

- (b) Write about ethics to be followed while writing a business communication.

7. (a) How idioms and phrases used in business communication?

Or

(b) What are the nuances you use in global business communication?

8. (a) Explain the principles of business writing.

Or

(b) Write 3Ps of business writing for goodwill messages.

9. (a) What are the essential contents to be used for body of a international business letters?

Or

(b) Write a note on "Salutation" and "Complementary closing" in International business letters.

10. (a) Write a offer letter to overseas buyer to sell your product.

Or

(b) Write a letter to avail cargo insurance to the concern authority.

Part C

(3 × 10 = 30)

Answer any **three** questions.

11. List the ethical dimensions in group communication.

12. Give valuable inputs for powerful beginning and effective closing of communication.

13. How a report may be structured? Explain in detail.

14. Explain about executive summary. Also include the contents to be concentrated while preparing a executive summary.
15. Draft a letter to banker regarding status enquiry.

Part D (1 × 10 = 10)

Case study (Compulsory)

16. Mr. Ram is doing export business from Chennai. He want to make the office modern and proper reports are to be created for the purpose. Here you are asked to describe various types of reports with suitable examples.
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R6894

Sub. Code

652203

M.B.A. DEGREE EXAMINATION, APRIL – 2022.

Second Semester

International Business

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 2 = 10)

Answer **all** questions.

1. Who are called Host Country Nationals (HCNs)?
2. Who are called Expatriates?
3. Define ESOPs.
4. What is the difference between strike and lockout?
5. What are the difference between grievance and dispute?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

6. (a) Highlights the challenges faced by Human Resource Management.

Or

- (b) Explain the benefits of using Human Resource Information System.

7. (a) What is job analysis? What steps are involved in the preparation of job analysis?

Or

- (b) Design a suitable procedure for interviewing candidates for the post of supervisor.

8. (a) How is salary component offered to domestic and MNCs employees differs?

Or

- (b) Explain the concept of social Security and its dynamic nature.

9. (a) Examine the Problems encountered by Trade Union in India.

Or

- (b) What are the various methods of workers participation in management?

10. (a) Highlights non-monetary benefits offered by the companies to motivates the employees.

Or

- (b) Explain the rate of Maternity benefits and conditions for payment.

Part C

(3 × 10 = 30)

Answer any **three** questions.

11. "Personnel Management is a basic management function pertaining to all levels and all types of management" – Discuss.
12. Suppose you are going to design a training programme for newly hired first-line sales managers. Results from the needs assessment indicate that they will need training on company policies and procedures, handling customer complaints and motivating sales personnel. What learning principles will you build into the programme? What training methods would you choose?

13. Discuss the different types of Performance appraisal methods adopted in MNCs.
14. Bring out the salient features of the incentives schemes followed in Indian Industries.
15. Explain the term industrial unrest. State the causes of industrial unrest in India.

Part D (1 × 10 = 10)

Compulsory.

16. Case Study

Artificial Intelligence (AI) is on the verge of penetrating every major industry from healthcare to advertising, transportation, finance, legal, education, and now inside the workplace. Many of us may have already interacted with a chatbot (defined as an automated, yet personalized, conversation between software and human users) whether it's on Facebook Messenger to book a hotel room or ordering flowers through 1-800 flowers. According to Facebook Vice President, David Marcus, there are now more than 100,000 chatbots on the Facebook Messenger platform, up from 33,000 in 2016. As we increase the usage of chatbots in our personal lives, we will expect to use them in the workplace to assist us with things like finding new jobs, answering frequently asked HR related questions or even receiving coaching and mentoring. Chatbots digitize HR processes and enable employees to access HR solutions from anywhere. Using artificial intelligence in HR will create a more seamless employee experience, one that is nimbler and more user driven.

- (a) Do you consider AI is going to be big threat for the Work Force?
- (b) How are AI helpful for Indian Employer and Employees?

R6895

Sub. Code

652204

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Second Semester

International Business

EX-IM MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 2 = 10)

Answer **all** questions.

1. What is commercial invoice?
2. What does Confirmed Letter of credit mean?
3. To whom Duty Free Replenishment Certificates are issued? Write a note on it.
4. What are different divisions in Tamilnadu SEZ?
5. What are Commodity Boards in India?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

6. (a) Draft a Specimen Freight Certificate.

Or

- (b) Write a note on Insurance declaration.

7. (a) Write about Letter of acceptance.

Or

(b) What is Form A-1?

8. (a) Brief about Duty Free Import Authorization.

Or

(b) What is Duty Entitlement Pass Book Scheme?

9. (a) Write on Duty Drawback Scheme.

Or

(b) Give brief note on Central Excise Benefits Schemes towards Rebati.

10. (a) Explain the role of ECGC in export credit insurance.

Or

(b) What are functions of Export Promotion Councils?

Part C

(3 × 10 = 30)

Answer any **three** questions.

11. Discuss about features and advantages of Bill of Exchange.

12. Write about Bank Guarantee documents in detail.

13. Discuss about special focus initiatives for handloom and handicrafts.

14. Brief about Special Economic Zone Schemes in India.

15. Explain various role and functions of Indian Institute of Foreign Trade.

Part D

(1 × 10 = 10)

(Compulsory)

16. Case Study ;

Mr. Laxman is very much interested in starting a Software Development Company, which may produce a variety of software products and will provide good amount of employment also. He is making discussion with you to start a Software Company in India.

You provide information regarding the Software Technology Park Schemes to Mr. Laxman.

R6896

Sub. Code

652205

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Second Semester

International Business

GLOBAL ENTREPRENEURSHIP DEVELOPMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 2 = 10)

Answer **all** questions.

1. Who is called Global Entrepreneur?
2. What do you mean by Entrepreneurial Attitude?
3. What is Business Opportunity?
4. Mention few points on Global Research and Development (R&D).
5. What is Joint Venture?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

6. (a) Describe the importance of Global Entrepreneurship.

Or

- (b) Enumerate the Global Entrepreneurial qualities.

7. (a) “Culture plays an important role in Entrepreneurship Development” - Justify.

Or

- (b) Write short note on Entrepreneurial Capability.

8. (a) What are the characteristics of New Venture?

Or

- (b) Discuss the concept “Product Market Fit”.

9. (a) Explain the relationship between Global Marketing and Research and Development.

Or

- (b) How Global Human Resource Management affect Global Entrepreneurship?

10. (a) How to identify suppliers and financiers for new projects?

Or

- (b) Describe on planning for contingencies for new ventures.

Part C

(3 × 10 = 30)

Answer any **three** questions.

11. Describe on :
- (a) Innovation and Risk-taking
- (b) Sources of Innovation.
12. Explain the Internal and External environment affecting Global Entrepreneurship.

13. How you identify, evaluate and develop the new business at global level?
14. What are the sources of capital for new ventures?
15. Elaborate on Global Project Proposal and Report.

Part D

(1 × 10 = 10)

Case study(Compulsory)

16. Worldwide, the micro small and medium enterprises (MSMEs) have been accepted as the engine of economic growth and for promoting equitable development. Small and medium-sized enterprises (SMEs) represent over 90% of enterprises in most countries. They are the driving force behind a large number of innovations and contribute to the growth of the national economy through employment creation, investments and exports. The major advantage of the sector is its employment potential at low capital cost. The labour intensity of the MSME sector is much higher than that of the large enterprises. In India the MSMEs play a pivotal role in the overall industrial economy of the country. MSMEs in India account for more than 80% of the total number of industrial enterprises and produce over 8000 value-added products. It is estimated that in terms of value, the sector accounts for 45% of the manufacturing output and 40% of the total export of the country and employs over 6 crore people. Further, in recent years the MSME sector has consistently registered higher growth rate compared to the overall industrial sector. With its agility and dynamism, the sector has shown admirable innovativeness and adaptability to survive the recent economic downturn and recession.

Micro, Small and Medium enterprises are independently owned business set up with the objective of making reasonable profit on the investment made. Generally, SMEs are defined on the basis of one or more quantitative parameters such as number of persons employed the annual turnover, or the level of their investment. SMEs are an extremely diverse and heterogeneous group with a very wide range of needs and concerns. They could help promote innovative new technologies, managerial growth and competitiveness and the absorption of technological innovations and exploitation of indigenous research findings. Their intellectual property needs and concerns are, therefore, dependent on the nature and scale of their operations and on their relationships with other entities and enterprises. Despite the importance of SMEs for the vitality of the economy and the potential offered by the IP system for enhancing SMEs competitiveness, SMEs often under utilize the IP system. All Governments have placed SMEs high on their list of priorities, and generally provide numerous SME support services. For small and medium-sized enterprises (SMEs) intellectual property (IP) is an important business asset. Companies investing in a brand should be protecting that brand with registered trademarks. Too often, though, the legal complexities of IP protection mask the real significance of the IP to the business and make sensible commercial IP decisions too difficult.

Question:

- (a) What are the problems faced by SMEs?
- (b) In what way SMEs play in the role for economic growth?

R6897

Sub. Code

652206

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Second Semester

International Business

QUANTITATIVE METHODS

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 2 = 10)

Answer **all** questions.

1. What does Linear programming means?
2. What is probability?
3. How does queuing theory applied?
4. What is called as decision theory?
5. What are cost components?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

6. (a) Write the steps involved in mathematical formulation of LPP.

Or

- (b) What are the limitations of LPP?

7. (a) Write the properties of Binomial distribution.
Or
(b) If the mean of a Poisson distribution is 4, find (i) S.D. (ii) β_1 , (iii) β_2 (iv) μ_3 and (v) μ_4 .
8. (a) Write down the procedure for processing 'n' jobs through '3' machines.
Or
(b) Explain the steps involved in simulation process.
9. (a) Explain various types of decision-making environments.
Or
(b) Discuss about mixed strategy in decision-making environment.
10. (a) Explain various types of costs in production of a product.
Or
(b) Discuss about the relationship between depicting cost and revenue.

Part C

(3 × 10 = 30)

Answer any **three** questions.

11. Solve the following LPP :

$$\text{Maximize } z = 3x_1 + 4x_2$$

Subject to constraints

$$5x_1 + 4x_2 \leq 200$$

$$3x_1 + 5x_2 \leq 150$$

$$5x_1 + 4x_2 \geq 100$$

$$8x_1 + 4x_2 \geq 80$$

$$x_1, x_2 \geq 0.$$

12. The lifetime of a certain kind of battery has a mean of 300 hours and a standard deviation of 35 hours. Assuming that the distribution of life times, which are measured to the nearest hour, is normal, find the percentage of batteries which have lifetime of more than 370 hours.
13. A machine operator has to perform 3 operations viz., A, B and C on a number of different job. The time required to perform this operations in a minutes on a each job is known. Determine the order in which job should be processed in order to minimize the total time required to turn out all the job. Also find the minimum total elapsed time

Job	1	2	3	4	5	6
A	3	12	5	2	9	11
B	8	6	4	6	3	1
C	13	14	9	12	8	13

14. The estimated sales of proposed types of perfumes are as under :

Type of perfumes	Estimated level of sales (in units)		
	20,000	10,000	25,000
A	25	15	10
B	40	20	5
C	60	25	3

Which will be the best alternative if a person adopt the laplace criteria?

15. Obtain regression equations using following data :

x	6	2	10	4	8
y	9	11	5	8	7

Part D

(1 × 10 = 10)

Case study (Compulsory)

16. Find the probability that at most 5 defective bolts will be found in a box of 200 bolts, if it is known that 2% of such bolts are expected to be defective. ($e^{-4} = 0.0183$.)
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R6898

Sub. Code

652401

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

International Business

GLOBAL BUSINESS STRATEGIES

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 2 = 10)

Answer **all** questions.

1. List the types of MNCs.
2. What is the meaning of extended competition?
3. Define competitor rivalry.
4. Define the meaning of corporate governance.
5. Define strategic leadership.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

6. (a) State the contribution of MNC companies to the economic growth of India.

Or

- (b) Write about the challenges that MNC companies face in the Indian market.

7. (a) What are the basic strategies applied by MNCs?
Or
(b) How do you check and measure the internal weakness of the company?
8. (a) Elaborate the types of business level strategies of MNCs.
Or
(b) Explain the merits and demerits of international joint ventures.
9. (a) Explain the similarities of cooperative strategy and network strategy.
Or
(b) Explain the issues in strategic implementation by MNCs.
10. (a) What kind of strategic commitment do related to business ethics?
Or
(b) Explain the concept of strategic entrepreneurship.

Part C (3 × 10 = 30)

Answer any **three** questions.

11. Discuss the impact of MNCs on Indian companies.
12. What are the methods available for internal analysis? Explain in detail.
13. Explain the concept of corporate level strategies.
14. Explain the need and requirement of good corporate governances.
15. What are the components of strategic entrepreneurship? Why it's important?

Part D

(1 × 10 = 10)

Case Study (Compulsory)

16. Find out the reasons why the business strategies of Indian and multinational companies often fail in Indian market. What is the reason why business strategies that have been successful in foreign countries have not been successful in India?
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R6899

Sub. Code

652402

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

International Business

MULTINATIONAL FINANCIAL MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 2 = 10)

Answer **all** questions.

1. What is capital structure?
2. What is WACC?
3. Explain capital budgeting.
4. Explain CHIPS.
5. What is meant by Global Investment Banker?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

6. (a) What is an efficient market? What is the role of a financial executive in an efficient market?

Or

- (b) Elaborate the implications of interest rate, exchange rate and discount rate in the context a Multinational financial management.

7. (a) Distinguish between operation risk and transaction risk.

Or

- (b) Write a short note on NASDAQ and Dalal Street.

8. (a) Give a note on the evolution of international financial system.

Or

- (b) Explain types of Corporate Investment decisions.

9. (a) What is negative working capital? Why is it resulting?

Or

- (b) Why is the efficient frontier of global portfolios superior to domestic portfolios?

10. (a) What are the major inter-firm financing methods?

Or

- (b) Explain managed floating. Distinguish between sterilised and non-sterilised intervention.

Part C

(3 × 10 = 30)

Answer any **three** questions.

11. Briefly discuss the various considerations that have prompted the rise of the multinational corporations.
12. What is corporate restructuring? Briefly explain overseas merger and acquisition.
13. Write a detailed note on optimisation of investment portfolios for MNCs.

14. What are the facets of cash management and what are the motives for holding cash?
15. Explain Interest Rate Parity Theory. Is it sufficient to explain the behaviour of the exchange rate in a forward market?

Part D

(1 × 10 = 10)

(Compulsory)

16. Case Study : Healthy Drinks Company

Healthy Drinks Company is planning to produce a new mixed fruit juice. It has engaged a consultant at fees of Rs. 50 million to conduct a market survey to find demand for the juice. The market survey indicated that there was enough demand, and that the company could sell at the maximum 100 million one-litre pack of the product each year. Half of the consultant's fee is to be paid immediately on the submission of the survey report and half after one year subject to the company's decision to manufacture and sell the product. For the full capacity utilization, the manufacturing plant would cost Rs.2,000 million. The economic life of the plant is estimated to be five years. The plant can be depreciated at a written down depreciation rate of 25 per cent for tax purposes. The company is considering using an idle fully depreciated building for setting the manufacturing facility. The current market value of the building is Rs.50 million and the expected market value after 5 years is Rs.100 million. The market value of the plant is expected to be Rs.150 million after five years. Assume that the corporate tax will be considered on loss or profit on sale of assets. The corporate tax rate is assumed to be 30 per cent. The company expects demand to pick up over years. It expects to utilize 70 per cent of capacity for the first year, 80 per cent in the second year, 90 per cent in the third year and 100 per cent in years four and five. The selling price per one-litre pack at the current price level is

expected to be Rs. 100. The company has estimated that the variable cost per pack at the current price level will be Rs. 40. At the full capacity, the fixed overhead cost per unit is estimated at Rs. 60 at the current price level. One-third of these fixed overhead costs are allocations of the corporate general and administrative expenses. The net working capital is estimated to be 20 per cent of sales and will be incurred in the beginning of the year. The general inflation rate is expected to be 5 per cent per annum that will affect both the price and all costs. The proposal for producing the new product is as risky as the current business. Currently, the company has 30 per cent debt. Its equity beta is 1.20. Both the risk-free rate and risk premium, respectively, are 3 per cent and 5 per cent in real terms. The new project will be financed by 50 per cent debt (at risk-free rate) and 50 per cent equity.

DISCUSSION QUESTIONS

- (a) Should the project be accepted? Justify by calculating.
- (i) the project's nominal cash flows after tax;
 - (ii) the firm's real and nominal cost of capital;
 - (iii) the project's real and nominal cost of capital and
 - (iv) the NPV of the project (round-off the discount rate to the nearest whole number).
- (b) Show all computations and state your assumptions explicitly.

R6900

Sub. Code

652504

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

International Business

OVERSEAS PROJECT MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 2 = 10)

Answer **all** questions.

1. What is PRiSM in Project Management?
2. What is Cost - Benefit Analysis?
3. Describe the importance of overseas construction projects.
4. Explain the term Network Techniques.
5. What is do you mean by simulation analysis?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

6. (a) What are the functions of project management?

Or

- (b) Discuss on Project Report Documentation and submission.

7. (a) Discuss the term Project Appraisal. Explain the nature and purpose of project appraisal.

Or

(b) How to prepare feasibility report? Explain its contents.

8. (a) Scanning of International Business Environment is essential for Project Export and Import. Justify.

Or

(b) Explain the institutional support for project exports.

9. (a) What is Project scheduling? Explain its importance.

Or

(b) Discuss the various types of project reviews followed in overseas project management.

10. (a) Write a detailed note on BOOT and BOT methods in project management.

Or

(b) What are the problems in International Project Management?

Part C

(3 × 10 = 30)

Answer any THREE questions.

11. Discuss on Project Life Cycle and its precautions taken in each stage.

12. Explain UNIDO and Little and Mirrless approaches.

13. Write a detailed note on Turnkey project and consultancy export.

14. Analyse the role of CPM and PERT in project control.

15. "Implementation of Integrated Project Management System in MNC can yield success" — Justify.

Part D

(1 × 10 = 10)

(Case Study – Compulsory.)

16. Project Exports Promotion Council of India (PEPC) is an export promotion council set up by the Government of India in 1984 (as Overseas Construction Council of India), PEPC in line with the Foreign Trade Policy of the Government (of India) not only undertakes the necessary export promotion initiatives but also provides necessary technical information, guidance and support to Indian Civil and Engineering (EPC) construction including process engineering contractors and consultants — in public or private sector — to set up overseas projects in any of the following modules of engineering service:-
- Civil Construction (Structures/Infrastructure)
 - Turnkey Projects
 - Process And Engineering Consultancy Services
 - Project Construction Items (Excluding Steel And Cement) / Project Goods

PROJECT EPC — ACTIVITIES AND SERVICES :

- Acts as the co-ordinating agency to facilitate quantum increase in project exports
- Regularly collects, collates and disseminates technical and other information pertaining to overseas markets and new project possibilities world-wide to member companies through monthly magazine : GPO (Global Project Opportunities)
- Promoting, facilitating project exports/export of project construction items/goods
- Joint ventures, technical collaborations and strategic alliances

- Disseminating market information, trends and policy implications and publishing information on commercial, technical and technological developments pertaining to project exports sector
- Participating in major International fairs and specialized trade shows across the globe, organizing buyer-seller meets in India and abroad besides B2B meets in focus countries
- Offering technical, marketing and export assistance to Indian exporters

PROJECT EXPORTS PERFORMANCE:

Export trends: The Contracts secured by PEPC member companies as reported by them over the last four years are as follows:

Years	2013-14	2014-15	2015-16	2016-17	2019-20
US \$ Million	4436.19	5493.04	5014.9	8146.70	801.53
Rs. Crore	26197.95	33581.38	33056.78	54024.18	5341

The Project Export figures for F.Y. 2019-20 were highest since the inception of the Council. In terms of percentage growth, Project Exports showed a significant growth of 62.06% in INR and 62.44% in USD in F.Y. 2016-17 as compared to 2015-16.

Questions

- What are the role of Project Export Promotion Council in project export?
- Discuss the project export trend in recent years.

R6901

Sub. Code

652505

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

International Business

INTERNATIONAL LOGISTICS MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 2 = 10)

Answer **all** questions.

1. What are the objectives of logistics?
2. State the importance of Ocean transportation.
3. What is Demurrage?
4. What are the functions of Stevedores?
5. What are the types of air freight rates?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

6. (a) Summarise the scope of International Logistics Management.

Or

- (b) Describe 4th Party Logistics.

7. (a) Discuss Chartering and its types.

Or

(b) Explain different types of shipments followed in ocean transport.

8. (a) List out the major ports of India.

Or

(b) Elaborate on types of ships used in Maritime transportation.

9. (a) What are the functions of Freight Brokers?

Or

(b) Describe the role of Customs House Agents.

10. (a) Write a short note on Cargo Air Lines.

Or

(b) Analyse the role of IATA in Air transportation.

Part C

(3 × 10 = 30)

Answer any **three** questions.

11. Elucidate the importance and relevance of logistics to global marketing management.

12. What is conference system? Explain its merits and demerits.

13. Briefly explain stuffing and its types and issues.

14. Elaborate the services and functions of clearing and forwarding agent.

15. Describe the problems in Air cargo transport and its prospects.

Part D

(1 × 10 = 10)

Case study – Compulsory

16. Shipping Corporation of India is presently the major Bulk Carrier operator in India, with an assortment of 15 Bulk Carriers, spanning the Handymax, Supramax, Panamax and Kamsarmax sizes of vessels. The average fleet age of the Bulk Carriers is about 7 years, but individual vessels range from 6 years to 12 years in age. At the time of acquisition, the vessels had been ordered after carefully considering the need and utility of these vessels for India-centric trade. However, there is no physical constraint for these vessels cross-trading worldwide. They carry a variety of cargo like iron ore, coal, coke, grain, fertilizer, steel products, plywood, bauxite, etc.

The function of Chartering Department is of a corporate nature. The Chartering Department is responsible for meeting all the requirements of SCI related to in/out chartering of all kinds of ships. In/out chartering requirements are communicated to the Chartering Department by the concerned departments. Accordingly, the department enters the requirement in the market as per the chartering procedures laid down. Negotiating officers then negotiate and finalize the business. The businesses or vessels are normally fixed through broking channels or sometimes directly with owners or charterers. Once the business or vessel is fully fixed, all the necessary documentation is done as per laid down chartering procedure. The Charter Party is drawn and passed on to concerned department for necessary action.

Chartering department is involved in:

- Providing market information to the management through daily/monthly reports.
- Preparing monthly reports on in/out chartering fixtures concluded by the department.
- Reviewing performance of the brokers on a periodic basis.

Clients expect smooth operation and optimum utilization of vessels in accordance with Charter Party provisions. In order to give clients the best services, the concerned operation departments (Technical and Commercial) are in constant contact with the vessels/various agencies/clients so that the operations are executed as per the clients expectations and C/P provisions.

Questions

- (a) What are the types of cargo handled by SCI?
- (b) What are the chartering practices followed by SCI?
