

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COMMERCE (FOREIGN TRADE)

SUPPLY CHAIN MANAGEMENT IN INTERNATIONAL TRADE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Which objective focuses on minimizing operational costs?
 - i) Customer satisfaction
 - ii) Cost efficiency
 - iii) Flexibility
 - iv) Quality control
2. What does order fulfillment rate measure?
 - i) The time taken to produce an order
 - ii) The percentage of customer orders completed on time
 - iii) The efficiency of transportation processes
 - iv) The amount of inventory on hand
3. Which factor is considered when designing a distribution network?
 - i) Only customer preferences
 - ii) Economic factors, including costs and pricing strategies
 - iii) Geographic location of suppliers only
 - iv) Brand loyalty
4. What is the first step in the basic approach to demand forecasting?
 - i) Gather relevant data
 - ii) Evaluate forecast accuracy
 - iii) Identify objectives
 - iv) Select appropriate techniques
5. Which of the following is a key step in the supplier selection process?
 - i) Conducting market research
 - ii) Evaluating suppliers based on their financial statements
 - iii) Performing site visits to potential suppliers
 - iv) All of the above

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) Bring out the objectives of supply chain management?
OR
b) Sketch the three decision phases in supply chain management?
7. a) State the facilities related metrics that influence supply chain performance?
OR
b) How does pricing affect supply chain performance?
8. a) Describe the role of distribution in supply chain.
OR
b) How does network design impact the supply chain?

Cont...

9. a) Outline the characteristics of forecasting.
OR
b) Highlight the basic approach to demand forecasting.
10. a) Explain fourth party logistics in detail.
OR
b) How is supplier scoring and assessment conducted in supply chain?

SECTION -C (30 Marks)Answer any **Three** questions**ALL** questions carry **EQUAL** Marks

(3 x 10 = 30)

11. Discuss the role of IT in supply chain management?
12. Enumerate the common metrics for evaluating supply chain performance?
13. Identify the factors influencing the distribution network design in supply chain?
14. Explain the time series forecasting methods.
15. Discuss the role of sourcing in supply chain.

Z-Z-Z

END

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**BCom DEGREE EXAMINATION DECEMBER 2024
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Branch – **COMMERCE (FOREIGN TRADE)**

MAJOR ELECTIVE COURSE – I: INTELLECTUAL PROPERTY RIGHTS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

1. The term “WIPO” stands for _____
 - i) World Investment policy organization
 - ii) World intellectual property organization
 - iii) World Informative and Policing organization
 - iv) World institute for Prevention of organized crime
2. A new way to process milk so that there is no fat in any cheese made from it is

(i) Copy rights	(ii) Trade mark
(iii) Patent	(iv) Industrial designs
3. Trademark law protects
 - i) Words, symbols or devices that differentiate goods or services from one another.
 - ii) Only brand names
 - iii) Names of specific people and places
 - iv) Inventions that feature some sort of utility function
4. Which of these is a geographical indication?
 - (i) BMW
 - (ii) Champagne
 - (iii) Hogwarts
 - (iv) PlayStation
5. Identify the incorrect statement:
 - (i) IP audit is a systematic review of IP owned, used or acquired by a business so as to assess and manage the risk, remedy problems and implement best practices in IP asset management.
 - (ii) IP audit is an evaluation of all the IP assets owned by the company in terms of evaluating its strengths, weaknesses, opportunities and threats.
 - (iii) An IP audit helps a company undertake an evaluation of its own IP assets and liabilities.
 - (iv) A valuation of IP assets may be a part of an IP audit.

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

6. a) Describe the concepts of Intellectual Property.
OR
b) Sketch out the objectives of National Intellectual Property Rights Policy of India?
7. a) Bring out the types of patent.
OR
b) With suitable example discuss the infringement remedies.
8. a) Prepare the rights of trademark holder under Trademark Act 1999?
OR
b) Describe the ways to protect the goodwill.

Cont...

9. a) State the object of the Designs Act, 2000.
OR
b) Explain the offences and penalties in Geographical Indication of Goods Act (Registration and Protection), 1999.
10. a) Analyze the ways to manage the intellectual property portfolio.
OR
b) Discuss the steps involved in acquisition of intellectual property (IP).

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks (3 x 10 = 30)

11. Discuss in detail the different kinds of rights.
12. Describe the types of copyright.
13. Analyse the Trade Marks Act 1999 in detail.
14. Elaborate the procedure for cancellation of registration.
15. Highlight the need of intellectual property management.

Z-Z-Z

END