

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(Third Semester)

Branch – BUSINESS ADMINISTRATION(LOGISTICS)

INTERNATIONAL LOGISTICS MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The logistics is derived from the _____ word.
(i) Greek. (ii) Latin.
(iii) Spanish. (iv) American.
- 2 In the product life cycle, the emphasis in marketing mix during introduction stage is
(i) Distribution. (ii) Promotion.
(iii) Price. (iv) Cost reduction.
- 3 What does IATA stand for?
(i) International Airline Transport Association
(ii) International Air Travel Agency
(iii) International Aviation and Transportation Alliance
(iv) International Air Transport Association
- 4 What is CONCOR's primary business focus?
(i) Air cargo services (ii) Sea freight operations
(iii) Rail container transportation (iv) Road transport logistics
- 5 In international trade, what is the purpose of a Certificate of Origin?
(i) To specify the payment terms between the buyer and seller
(ii) To confirm the authenticity of the goods being shipped
(iii) To provide details about the transportation route
(iv) To indicate the quality and quantity of the goods

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Why is international logistics crucial for global businesses?
OR
b Describe the major challenges faced in global logistics operations.
- 7 a How would you define international marketing, and how does it differ from domestic marketing?
OR
b Explain the role of a clearing agent in the international trade process.
- 8 a How do companies choose between air, sea, road, and rail transportation for different types of goods?
OR
b Compare the difference between multimodal and intermodal transportation.

Cont...

- 9 a Summarise the various types of chartering arrangements in maritime shipping.
OR
b Narrate the advantages of choosing arbitration over traditional litigation.
- 10 a How does the certificate of origin impact customs duties and trade agreements?
OR
b Discuss the factors/points that we need to consider in the selection of a Freight Broker?

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Elucidate the role of transportation, warehousing, and inventory management in international logistics
OR
b Explain how does international transportation differ from domestic transportation in logistics
- 12 a Elaborate the factors of comparative advantage and absolute advantage influence international trade
OR
b Examine the key steps involved in customs clearance, and how does a clearing agent navigate these procedures
- 13 a Elaborate how do businesses determine the most suitable transportation mode for their goods.
OR
b Elucidate what considerations should businesses take into account when ensuring air cargo shipments
- 14 a What is containerization, and how does it revolutionize the shipping industry?
OR
b Illustrate the purpose of Inland Container Depots (ICD) in the logistics chain.
- 15 a Write a note on EXIM and explain the major role of bulk load handling in EXIM.
OR
b What are the primary modes of payment in the international trade. Discuss the pros and cons of each method.

Z-Z-Z

END