

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2025  
(Fourth Semester)

Branch – BUSINESS ADMINISTRATION (LOGISTICS)

**INTERNATIONAL LOGISTICS MANAGEMENT**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

| Module No. | Question No. | Question  | K Level | CO  |
|------------|--------------|---|---------|-----|
| 1          | 1            | Which of the following is NOT a component of international logistics?<br>a) Transportation                      b) Warehousing<br>c) Advertising                          d) Inventory Management | K1      | CO1 |
|            | 2            | The primary objective of integrated logistics is to:<br>a) Reduce costs                      b) Improve customer satisfaction<br>c) Increase barriers to trade   d) Both A and B                  | K2      | CO1 |
| 2          | 3            | Which of the following is a basis for international trade?<br>a) Comparative advantage   b) Absolute advantage<br>c) Both A and B                  d) Neither A nor B                             | K1      | CO2 |
|            | 4            | The role of a clearing agent in international marketing is to:<br>a) Promote products              b) Handle customs clearance<br>c) Manage transportation      d) Negotiate contracts            | K2      | CO2 |
| 3          | 5            | Multimodal transport involves the use of:<br>a) One mode of transport      b) Two or more modes of transport<br>c) Only air transport              d) Only sea transport                          | K1      | CO3 |
|            | 6            | Which of the following is a characteristic of air cargo transportation?<br>a) High cost                          b) Slow delivery<br>c) Limited accessibility          d) Low reliability         | K2      | CO3 |
| 4          | 7            | The primary benefit of containerization is:<br>a) Increased handling time   b) Reduced transportation costs<br>c) Higher risk of damage      d) Limited flexibility                               | K1      | CO4 |
|            | 8            | Inland Container Depots (ICDs) are primarily used for:<br>a) Manufacturing goods        b) Storing and clearing containers<br>c) Packaging products            d) Advertising                     | K2      | CO4 |
| 5          | 9            | Which of the following is a key document in international trade?<br>a) Bill of Lading                  b) Purchase Order<br>c) Invoice                              d) All of the above           | K1      | CO5 |
|            | 10           | The term "CIF" in international trade stands for:<br>a) Cost, Insurance, and Freight<br>b) Cost, Import, and Freight<br>c) Customs, Insurance, and Freight<br>d) None of the above                | K2      | CO5 |

Cont...

**SECTION - B (35 Marks)**Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

| Module No. | Question No. | Question  | K Level | CO  |
|------------|--------------|---|---------|-----|
| 1          | 11.a.        | Explain the concept of international logistics and its importance in global trade.          | K2      | CO1 |
|            | (OR)         |   |         |     |
|            | 11.b.        | State the barriers to internal integration in logistics.                                    |         |     |
| 2          | 12.a.        | Explain the process of international marketing and its significance in global business.     | K3      | CO2 |
|            | (OR)         |   |         |     |
|            | 12.b.        | Describe the role of international marketing channels in facilitating trade.                |         |     |
| 3          | 13.a.        | Compare and contrast the characteristics of different modes of transportation in logistics. | K4      | CO3 |
|            | (OR)         |   |         |     |
|            | 13.b.        | Analyze the structure and practices of air cargo tariff systems.                            |         |     |
| 4          | 14.a.        | Narrate the benefits and constraints of containerization in international logistics.        | K5      | CO4 |
|            | (OR)         |   |         |     |
|            | 14.b.        | Explain the roles and functions of Inland Container Depots (ICDs).                          |         |     |
| 5          | 15.a.        | Show the process for managing international commercial documents in trade transactions.     | K6      | CO5 |
|            | (OR)         |   |         |     |
|            | 15.b.        | Outline the strategy for effective international insurance and packaging for exports.       |         |     |

**SECTION - C (30 Marks)**Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

| Module No. | Question No. | Question  | K Level | CO  |
|------------|--------------|---|---------|-----|
| 1          | 16           | Analyze the evolution of international logistics and its impact on global supply chains.          | K4      | CO1 |
| 2          | 17           | Discuss the role of clearing agents and freight forwarders in international trade.                | K5      | CO2 |
| 3          | 18           | Enumerate the principles of multimodal transport and its advantages in logistics.                 | K4      | CO3 |
| 4          | 19           | Analyze the role of CONCOR in managing Inland Container Depots (ICDs).                            | K5      | CO4 |
| 5          | 20           | Elucidate the framework for managing international trade documents and payment terms effectively. | K6      | CO5 |