



PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025

Date: 24-05-2025

Time: 01:00 pm –04:00 pm

School: SOM-PG	Program: MBA	
Course Code : MBA3115	Course Name: International Operations Management	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	25	25	25	25	-

Instructions:

- Read all questions carefully and answer accordingly.
- Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3 marks.

10Q x 3M=30M

1.	List down the 5 common terms used in Sea Freight.	3 Marks	L1	C01
2.	List down at least 5 important activities within Logistics Management.	3 Marks	L1	C01
3.	List down the five common types of Aggregate Planning Strategies.	3 Marks	L1	C01
4.	What is Integrated Supply Chain Management (ISCM) and what are the key aspects ISCM coordinates.	3 Marks	L1	C01
5.	Define sustainability in supply chain management and describe its key considerations from raw material extraction to product disposal.	3 Marks	L1	C01
6.	Differentiate between Push and Pull strategy of Demand Forecasting. Give at least one product as an example for both these strategies.	3 Marks	L2	C02
7.	List the key partners / stakeholders that a Global Supply Chain must regularly interact with and maintain good working relationships with.	3 Marks	L2	C02
8.	List down at least five cultural issues faced by Global Business Managers.	3 Marks	L2	C02
9.	Explain in brief at least five benefits of Globalization.	3 Marks	L2	C02
10.	Differentiate between horizontal, vertical, and cross-functional integration in the supply chain.	3 Marks	L2	C02

Part B

Answer the Questions.

Total Marks 40M

11.	a.	Explain in detail 'Procurement'. How is it different from 'Purchasing'. List down in proper sequence the steps involved in 'Procurement'.	10 Marks	L2	CO 1
Or					
12.	a.	What is Aggregate Planning? What are its objectives? What are the benefits of Aggregate Planning?	10 Marks	L2	CO 1
13.	a.	A company manufactures two different products: Product A, which is sheet steel (low volume to weight ratio), and Product B, which is paper tissues (high volume to weight ratio). Both products need to be transported and stored. Based on the product characteristics, which product is likely to incur higher overall distribution costs, and why?	10 Marks	L2	CO 2
Or					
14.	a.	What are the key factors that influence 'International Shipping Logistics'? List down the essential documents that are necessary for Sea shipping.	10 Marks	L2	CO 2
15.	a.	What are the cultural aspects, complexities that needs consideration while companies operate globally? Explain at least five strategies to manage cultural complexities.	10 Marks	L3	CO 2
Or					
16.	a.	Management practices and processes can vary significantly around the world due to cultural, economic, and social differences. Explain briefly at least five key management practices and processes that are crucial for companies that operate globally.	10 Marks	L3	CO 2
17.	a.	Define Countertrade? What is the importance of Countertrade? What are the four common types of Countertrade practices? What are the common challenges faced by companies during Countertrade	10 Marks	L3	CO 2
Or					
18.	a.	What is meant by 'Green Supply Chain'? Explain in detail the 'Principles of Green Supply Chain Design'.	10 Marks	L3	CO 2

Part C

Answer all the Questions. Each question carries 15marks

2Q x 15M=30M

19.	a.	What is Supply Chain Network Design? What are the key decisions involved while designing a Supply Chain Network? Explain the key factors that influence this design? What are the four phases of supply chain network design decisions?	15 Marks	L3	CO 4
20.	a.	International payments are crucial for businesses engaged in global trade, allowing them to receive and send funds across borders efficiently. What are the common methods and platforms that facilitate international payments in India? Explain each method in detail.	15 Marks	L3	CO 4