

Name:
Enrolment No:



School of Business
UPES
End Semester Examination, December 2024

Program: MBA-LSCM
Course: Global Supply Chain Management
Course Code: LSCM8047

Semester: III
Max. Marks:100
Duration: 3hrs

IMPORTANT INSTRUCTIONS
This question paper carries 4 sections

Section A (20 marks)
Very short/Multiple Choice/Objective questions.

Q.No	Questions	Marks	CO
	1). ASEAN stands for_____.	2	CO1
	2). FTZ stands for_____.	2	CO1
	3) LEO stands for_____.	2	CO1
	4) What is Bill of Entry?	2	CO1
	5) What role does blockchain play in global supply chains? a) Automating inventory production b) Enhancing transparency and traceability c) Reducing the need for transportation d) Predicting future demand	2	CO1
	6) Which term describes the integration and coordination of activities across the supply chain to deliver maximum value? a) Demand forecasting b) Supply chain synergy c) Supply chain collaboration d) Reverse logistics	2	CO1
	7). Which document is essential to verify the ownership and transfer of goods in international contracts? a) Invoice b) Letter of Credit c) Bill of Lading d) Purchase Order	2	CO1

	8). Why is specifying the jurisdiction important in international contracts? a) To set exchange rate policies b) To determine which country's laws apply in case of disputes c) To ensure global recognition of the product d) To avoid compliance with legal requirements	2	CO1
	9). EMD in tendering stands for_____.	2	CO1
	10). The North American Free Trade Agreement (NAFTA) was signed on _____.	2	CO1

Section B (20 marks)

This section has 5 questions. Each question carries 5 marks. Attempt any four questions

Q-2	What are joint ventures? Explain with suitable example, how Joint ventures can prove to be an effective market entry strategy in international business?	5	CO2
Q-3	What are push and pull factors for organizations in context of global expansion and entry into foreign markets?	5	CO2
Q-4	What is electronic data Interchange (EDI)? How is ICEGATE useful for international business explain briefly with example?	5	CO2
Q-5	Briefly explain the advantages that containerization has introduced to international transportation management.	5	CO2
Q-6.	What are various factors that need to be considered in International Procurement?	5	CO2

Section B (30 marks)

This section has 3 questions. Each question carries 10 marks.

Q.7	Discuss the significance of contract management in International trade. What are the three elements an International contract which makes it enforceable?	10	CO3
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	Why Arbitration is preferred in resolving dispute between International partners instead of going to courts?		
Q-8	Name the different categories of imported items and explain the process of custom clearance process in Import in detail.	10	CO3
Q-9	What is protectionism policy in context of globalization? Give the arguments in favor of protectionism.	10	CO3
Section D This section has only one questions of 30 marks			
Q-10	<p>TechGear Electronics: Navigating Global Supply Chain Disruptions</p> <p>Background</p> <p>TechGear Electronics, a multinational consumer electronics manufacturer based in Taiwan, specializes in producing smartphones, tablets, and laptops. With manufacturing facilities in China, Vietnam, and India, and a global customer base spanning North America, Europe, and Asia, TechGear has maintained a strong market position since its founding in 2005.</p> <p>Current Situation</p> <p>In January 2023, TechGear faced unprecedented challenges when:</p> <ol style="list-style-type: none"> 1. A major semiconductor supplier in South Korea experienced a factory shutdown due to equipment malfunction 2. Rising geopolitical tensions led to new trade restrictions between key markets 3. Shipping costs increased by 150% on major routes 4. Customer demand for their newest smartphone model exceeded forecasts by 200% <p>Key Issues</p> <p>Supply Chain Vulnerabilities</p> <ul style="list-style-type: none"> • 70% dependency on a single semiconductor supplier 	30marks	CO4

- Concentrated manufacturing in Asia
- Limited visibility into tier-2 and tier-3 suppliers
- Just-in-time inventory system with minimal safety stock

Operational Challenges

- Production delays at three main facilities
- Inventory stockouts at major distribution centers
- Order fulfillment rate dropped from 95% to 67%
- Customer complaints increased by 300%

Financial Impact

- Q1 2023 revenue declined by 35%
- Manufacturing costs increased by 45%
- Stock price dropped by 28%
- Market share decreased from 15% to 11%

Decision Points

As Sarah Chen, the newly appointed Global Supply Chain Director, you must address the following questions:

1. How should TechGear restructure its supplier network to reduce vulnerabilities?(10 marks)
2. What inventory management strategy would better balance efficiency and resilience?(10 marks)
3. Should the company invest in: (10 marks)
 - Additional manufacturing facilities in different regions?
 - Advanced supply chain visibility tools?
 - Increased safety stock levels?