



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BSCM/SEM-6/BSCM-604/2011**

**2011**

**INTERNATIONAL OPERATIONS &  
GLOBAL SUPPLY CHAIN**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :  $10 \times 1 = 10$ 
  - i) In international distribution system manufacturing occurs
    - a) in foreign locations      b) domestically
    - c) both (a) & (b)      d) none of these.
  - ii) One cause of increase in demand for products throughout the world is the
    - a) supply chain was designed without regard to national boundaries
    - b) foreign suppliers pressure
    - c) global proliferation information
    - d) change in consumer behaviour.



- iii) Technological forces are related to the
  - a) consumer pattern      b) domestic market
  - c) global market      d) products themselves.
- iv) How a firm adjusts prices in various markets in response to change in operating expenses is influenced by ?
  - a) Exporter's reactions      b) Importer's reactions
  - c) Customer's reactions      d) Government policy.
- v) Using Hedge Strategies a company
  - a) bets on a single scenario
  - b) takes advantages of different scenarios
  - c) offsets losses in one part by gains in another part
  - d) none of these.
- vi) In international conditions to justify use of flexible strategies, a company sees if there is enough
  - a) Stability      b) Affordability
  - c) Variability      d) Suitability.
- vii) Foreign companies entering domestic market may use domestic profits to subsidise goods in foreign markets that are
  - a) Scarce      b) Highly priced
  - c) Low priced      d) Exported.
- viii) Truly global products are those which require for global sales
  - a) specific modifications
  - b) no modifications
  - c) customer specification
  - d) none of these.



- ix) The global ERP system is necessary to provide common data regarding
- a) Global customer                      b) Suppliers
- c) Products & financials      d) All of these.
- x) Mad cow disease from Canada is connected with
- a) Mutton                                      b) Pork belly
- c) Beef    d) None of these.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.                      3 × 5 = 15

2. State the various stages of International development.
3. Enumerate the concept of Supply Chain Security.
4. Define the concept of Global Market Force.
5. State the main operational issues of international supply chain management.
6. Write down the implication of International Global Environment in supply chain management.



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. a) Define the term logistics.  
b) Discuss the regional differences in logistics with suitable examples.  $3 + 12$
8. “Performance management cycle is the key for operational success”. Explain with your argument.
9. As a supply chain manager, how do you manage
  - a) wastivity in supply chain
  - b) Sourcing from low cost countries.
10. a) What do you mean by global supply chain ?  
b) Discuss various types of risk associated with global supply chain.  $3 + 12$
11. Write notes on any *three* of the following :  $3 \times 5$ 
  - a) International market selection & entry decisions.
  - b) International distribution strategy.
  - c) Hedge strategy
  - d) Green supply chain.

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