



QP CODE: 26802204



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Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2026

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB04FE37 - GLOBAL OPERATIONS AND LOGISTICS MANAGEMENT

2024 ADMISSION ONWARDS

EB4AAE7F

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. What is geographical integration?
2. What do you mean by 'logistics service firms'?
3. Mention the advantages and disadvantages of 3PL.
4. What do you mean by counter trade?
5. State the factors influencing export pricing decisions.
6. Enlist the sub parts of LITS.
7. Identify the type of integration that focus on the given issue- 'Whether department managers are trained to understand environmental programs?'.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Explain in detail the principles of global operation strategy.
9. Discuss integration and coordination in global operations strategy.
10. Operating exposure covers a much longer horizon and can be managed by employing proactive policies'. Assess suitable methods by which operating exposure can be managed.
11. Explain the different types of 'logistics organization'.
12. What is logistics organization? How is it different from Classical organizational structures?
13. Write note on new trends / organizations related to manufacturing and logistics operations.





14. How can Sectoral logistics cooperation be achieved ?

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. Operating exposure covers a much longer horizon and can be managed by employing proactive policies. Assess suitable methods by which operating exposure can be managed.

16. Describe the conceptual framework of global operations strategy

Compulsory Question

17. ABC Inc. is a famous FMCG manufacturer in India. The company is planning to expand its operations to South East Asian nations. Being the Operational lead, which all physical distribution factors has to be considered while you prepare physical distribution network for multinational operations.

(2×10 = 20 Marks)

