



QP CODE: 26802258



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Reg No :

Name :

MBA DEGREE REAPPEARANCE EXAMINATION MAY 2026

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - MB830407 - GLOBAL OPERATIONS & LOGISTICS MANAGEMENT

2019 ADMISSION ONWARDS

DB94E4BB

Time: 3 Hours

Maximum Marks: 60

Part A

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

1. Define concept of global operations.
2. What is the role of WTO?
3. What is a Supply Network?
4. Define 3PL.
5. Define Preemptive Pricing.
6. What is data reporting?
7. What is supply chain performance measurement?

(5×2 = 10 Marks)

Part B

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

8. Do we really want a Global Strategy? Justify your answer.
9. Explain about global marketing strategy.
10. What are the features and benefits of Supply chain network?
11. Explain modularization and postponement.
12. How is Financial Hedging used to overcome Operating Exposure?
13. What are the steps taken to improve the quality of data in LMIS?
14. What is Logistics Information System? Discuss the importance of timely and accurate information to a logistics information system.

(5×6 = 30 Marks)





Part C

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

Question number 17 is compulsory .

15. What are the important forces behind globalization?
16. "Firms need Global orientation even to survive in the domestic market" - Elucidate.

Compulsory Question

17. It has been noticed that various MNC are doing well globally even in weaker economies. Are Indian companies successful globally? Explain with evidence. What do you think has to be enhanced for Indian companies to be successful globally?

(2×10 = 20 Marks)

