

SVKM's NMIMS
School of Distance Learning

Programme: PGDITM/ADITM

Academic Year: 2011-2012

Subject: International Marketing Logistics

Date: 2.1.2012

Semester IV

Marks: 70

Time: 3.00 p.m to 6.00 p.m

Course old

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB: Answer to each question to be started on a fresh page.

Figure in brackets indicate full marks.

Question (1) Attempt any 2 out of 3 (Discuss) (10 Marks)

- a) Objectives of Marketing Logistics
- b) Factors influencing logistics planning
- c) Limitations of road transport system

Question (2) Write Short notes on any 2 out of 5 (10 Marks)

- a) ABC classification
- b) Air cargo tariff
- c) Tramp shipping
- d) Maritime fraud
- e) Inter-modalism

Question (3) Attempt any 3 out of 5 (30 Marks)

- a) Explain in detail the Cost trade offs, total cost concept and total system concept.
- b) What are the major aspects of strategic logistics planning? Enumerate the factors that influence logistics planning.
- c) Explain the different types of marine containers.
- d) Describe the New Shipping Policy Package for Indian shipping.
- e) Explain the different ways in which a tramp can be chartered?

Question (4) Answer both the questions (20 Marks)

- a. Discuss the various environmental aspects which an organization engaged in foreign trade has to reckon with and clarify their impact on logistics system
- b. Describe the public warehousing network in India and state the broad objectives of warehousing corporations.