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**SVKM's NMIMS UNIVERSITY**  
**SCHOOL OF DISTANCE LEARNING**

**INTERNATIONAL MARKETING LOGISTICS**

SEM II - PGDITM / ADITM

Date : 6-01-2010

Time : 3 hrs. (3 p.m. to 6 p.m.)

Marks: 100.

**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.

**N.B:** 1. Answer any FIVE out of the six questions.

2. All questions carry equal marks.

3. Answer to each new questions to be started on a fresh page.

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- Qu. No.1.** What are the objectives and importance of the 'Marketing Logistics'? Explain the role of 'IT' in Marketing Logistics. Elaborate on the international Marketing Logistics planning and strategies.
- Qu.no.2.** Explain in detail the 'Ocean transportation' and its role in international Marketing Logistics including the world shipping. What is Multi modal Transportation? Elaborate on the 'Containerization'.
- Qu. no. 3.** 'Ports are catalysts to India's Foreign Trade' – justify in detail. What are the Maritime frauds and unethical practices?
- Qu.no.4 .** Explain, in detail, the liner freighting practices. What are the regulations Concerning shipping conferences? What is the effect of containerization?
- Qu.no. 5.** (a) What is 'Tramp Trade'? Explain in detail the tramp chartering practices.  
(b) Explain in detail the 'Maritime Law' and legal aspects of carriage of goods.
- Qu.no.6.** Write short notes on (any three)
- Various Inland transport modes in overseas trade logistics.
  - Warehouse Management.
  - Inventory Management.
  - Air Transport.
  - International arrangements for resolving Shippers' problems.

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