

SVKM'S NMIMS UNIVERSITY
SCHOOL OF DISTANCE LEARNING

PROGRAM (Semester): PGDITM(IV)/ ADITM(IV)

Subject: International Marketing Logistics

Date: 01-06-2009 (3.00 p.m. – 6.00 p.m.)

Marks: 100

Time : 3 hrs

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

1. Answer any two questions from Q. No. 1, Q.No. 2 and Q. No 3 (**Marks: 25 X 2=50**)
2. Answer any one question from Q. No. 4, and Q. No 5 (**Marks: 20**)
3. Q. No. 6 is compulsory ((**Marks: 30**))

Qu. no. 1. Explain the Concept, objectives and importance of Marketing logistics. Elaborate on How the Logistics and marketing tasks are inter-related. Explain the basic features of Logistics Information system.

Qu. No. 2 . Describe in detail the Major aspects of the 'Strategic logistics planning' and the factors Influencing the same. Elaborate on Strategic distribution management and foreign trade Environment. Describe the integration of system functions in international supply chains.

Qu. No. 3. Elaborate on the ' International Transportation management system'. What are the various modes of transportation? Explain the concept of multi modal transportation.

Qu. No. 4 . Define and explain in detail the Warehousing and Inventory management system in International Marketing Logistics.

Qu. No. 5. Explain in detail the International freight practices including the Linear freighting practices And Tramp Chartering practices.

Qu.no.6 . Write Short notes

- a. Legal aspects of carriage of goods,
- b. Port Systems.
- c. Maritime frauds and unethical Practices.
- d. Institutional arrangements for resolving Shipper's Problems.
- e. Bill of Lading.