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**SVKM's NMIMS University  
School of Distance Learning**

**International Marketing Logistics**

**Date: 11.6.2008  
Time: 3.00 pm to 6.00 pm**

**Marks: 100**

**Instruction:** Please attempt any four questions. All questions carry equal marks.

Q. 1. Why do you regard logistics as an important activity of marketing? Explain it with special reference to international trade.

Q. 2. "Objectives and policies for functioning of the supply chain are usually in conflict both within and across operational units" elaborate.

Q.3. What are the various factors taken into consideration while selecting the mode of transportation for export cargo? Explain.

Q.4. Evaluate the role of warehousing in international marketing and describe its functions.

Q.5 Describe the role of air transport in movement of cargo in overseas trade of India.

Q. 6. What do you mean by Inventory Control? State its objectives.

Q.7. Distinguish between registration and classification and describe the advantages of classification.

Q.8. Enumerate the limitations of conventional ships and discuss how containerization has helped in overcoming these constraints.