



UNIVERSITY WITH A PURPOSE

**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**

**End Semester Examination (Online) – Dec, 2020**

**Program: BBA (FT)**  
**Subject/Course: Introduction to Trade Logistics**  
**Course Code: LSCM2009**

**Semester : III**  
**Max. Marks: 100**  
**Duration : 3 Hours**

**IMPORTANT INSTRUCTIONS**

**Section A (30 marks)**

- 1. Each Question will carry 5 Marks**  
**2. Instruction: Complete the statement / Select the correct answer(s)**

	<b>Questions</b>	<b>COs</b>
<b>1</b>	_____ is a concept in supply chain management where the manufacturer produces a generic product, which can be modified at the later stages before the final transport to the customer.	CO2
<b>2</b>	Name any five Incoterms.	CO4
<b>3</b>	Write three important element of a contract.	CO2
<b>4</b>	Name any two-market entry strategies that need to be evolved to exploit this potential in context of globalization and free trade.	CO3
<b>5</b>	The two types of services offered in shipping are_____ & _____.	CO1
<b>6.</b>	Write the full forms of- IMF SDR LEO FTL KPI	CO1

**Section B( 50 marks)**

- 1. Each question will carry 10 marks**  
**2. Instruction: Write short / brief notes**

<b>Q.7</b>	What are Inland Container Depots (ICDs) and how are these different from seaports? What is the importance of an ICD in International transportation?	CO1
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Q.8	What are the challenges involved in international sourcing? Explain briefly.	CO3
Q.9	Explain Licensing as a market entry strategy in International Business. Also, discuss advantages and disadvantages associated with licensing.	CO2
Q.10	What are trade blocs and discuss the role played by these trade blocs in facilitating the free trade? Give examples of two major trade blocs of the world.	CO2
Q.11	Explain in detail the letter of credit, types and its significance in International trade.	CO2
<b>Section C( 20marks)</b>		
<i>1. This Question carries 20 Marks.</i>		
<i>2. Instruction: Write long answer.</i>		
Q.12	<p>Documents are the soul of international trade transactions”. Elaborate this statement and discuss the importance of documentation in EXIM business.</p> <p>In continuation, explain the following documents:</p> <ul style="list-style-type: none"> <li>a. Bill of Entry</li> <li>b. Commercial Invoice.</li> <li>c. Bill of Lading</li> </ul> <p style="text-align: center;"><b>OR</b></p> <p>Explain in detail, different types of products and the framework suggested by Marshall L. Fisher in his article “What is the right supply chain for your product?”.</p>	CO4