MB-124D

Sl.No. : **Total No. of Pages : 2**

Fourth Semester M.B.A. Degree Examination, June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT
(Elective - D) Global Operations Management

Time : 3 Hours **Max. Marks : 80**

Instruction : Attempt all Sections.

SECTION - A

Q1) Answer any Five Sub-questions. Each questions carries 3 marks. **[5×3=15]**

a) What is global operations?

b) What is international financial management?

c) How is case of operations possible today in any mode of transportation of goods.

d) Define international Branding.

e) What is international promotion?

f) What is importing for exporting?

g) Define E - Commerce.

SECTION - B

Answer any four questions. Each question carries 5 marks. **[4×5=20]**

Q2) Differentiate between domestic HRM and IHRM.

Q3) What is MFA? How does MFA Help domestic manufacturers?

Q4) Briefly discuss the role of technology in international operations.

Q5) Discuss the advantages and disadvantages from various types of employees in an international firm.

Q6) What is global logistics? Explain the factors affecting global logistics.

Q7) Explain the different types of international intermediaries.

SECTION - C

Answer any three questions. Each question carries ten marks. **[3×10=30]**

Q8) Explain the reasons for firms going international.

Q9) Discuss international product cycle with suitable example.

Q10) What is exporting? Explain exporting procedure to be followed by a firm while exporting its product to an another country.

Q11) What is international sourcing? Discuss the benefits of single sourcing and multi sourcing to an organisation during global procurement.

Q12) Discuss how export promotion council helps the domestic firms to explore foreign market.

SECTION - D

Q13) Case (Compulsory) **[1×15=15]**

Amazon is one of the largest e-commerce companies in the world, providing customers with a wide range of products and services through its online platform. The company operates globally. Serving customers in over 180 countries. the companies global operations are supported by a complex and sophesticated supply chain that involves a network of suppliers, manufacturers & logistics providers.

However, the company has faced a number of challenges in its global operation, including complex logistics and the needs to comply with local regulations in different countries. Despite these challenges, Amazon has been able to maintain its position as a leader in the global market by implementing a flexible and adaptive supply chain strategy that allows its to respond quickly to changing condition.

Questions :

i) Summarize the case. **[5]**

ii) How is the supply chain of Amazon. **[5]**

iii) Evaluate the impact of globalization on the supply chain of Amazon. **[5]**