MBSC-4.3D

Sl.No. :

Total No. of Pages : 2

Fourth Semester M.B.A. Degree Examination, October - 2025
(SLM Scheme) (CBCS)
MANAGEMENT
Operations
Global Operations Management (Elective - D)

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

SECTION - A

Answer any five questions. Each question carries five marks : [5 × 5 = 25]

1) Define global operations and Briefly explain its four main pillars.

2) State any five complexities in cross-border human resource management.

3) Explain the significance of domestic and off shore markets in global finance.

4) Differentiate between single sourcing and multiple sourcing with examples.

5) List five major challenges in international branding.

6) Briefly describe the role of export promotion councils in facilitating global trade.

7) Discuss the key limitations of e-commerce in global operations.

SECTION - B

Answer any four questions. Each question carries ten marks : [4 × 10 = 40]

8) Explain the key principles of cross border operations and discuss how they enhance the significance of business activities beyond notional boundaries.

9) Discuss the relationship between international product life cycle and global logistics strategy.

10) Evaluate the role of aviation and marine transportation in sustaining international supply chains.

11) Discuss the challenges faced by developing countries in global trade and suggest possible solutions.

12) Explain how technology transfer is used in designing and developing products for international markets.

13) Discuss the role of reverse engineering and international branding in competitive advantage.

SECTION - C

14. Case (Compulsory) : **[1 × 15 = 15]**

Vertex Global Solutions, a mid-sized Indian IT-enabled services company, is expanding into North America, Europe and East Asia. The firm plans to offer end-to-end logistics and technology integration services for manufacturing and retail companies. While the company has strengths in innovation and cost competitiveness, it is struggling with understanding diverse legal requirements, cultural adaptation in service delivery and optimizing sourcing strategies for multiple geographies. Additionally, they are considering whether to invest in marine transportation capabilities or partner with established carriers.

Questions:

a) Formulate a global logistics and operations strategy suitable for Vertex Global Solutions.

b) Recommend sourcing and procurement approaches for the target markets.

c) Suggest methods to adapt services for cultural differences while maintaining brand consistency.