

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination December, 2023**

**Course: Introduction to Trade Logistics**

**Programme: BBA(FT)**

**Time: 03 hrs.**

**Semester: III**

**Course Code: LSCM2009**

**Max. Marks: 100**

**Instructions: All sections are compulsory & this question paper carries 4 sections.**

**Section – A (20 Marks)**  
**Attempt all questions in this section.**

**Marks**

**CO**

	<b><u>Section – A (20 Marks)</u></b> <b>Attempt all questions in this section.</b>	<b>Marks</b>	<b>CO</b>
Q-1	<b>Very short answers-</b>	<b>2*5=10</b>	
	<b>Full Forms.</b>		
	1. SOP	2	CO1
	2. 4PL	2	CO1
	3. SCM	2	CO1
	4. NAFTA	2	CO1
	5. WMS	2	CO1
	<b>Fill in the blanks-</b>	<b>2*5=10</b>	<b>CO</b>
	1. _____ is the process where a carrier or a shipping company combines several smaller shipments into one full container.	2	CO1
	2. Working according to the _____ principle means that the First goods to be stocked are the first goods to be removed.	2	CO1
	3. _____ is the practice of unloading goods from inbound delivery vehicles and loading them directly onto outbound vehicles.	2	CO1
	4. _____ is the network structure for the distribution network where no intermediate warehouse is needed.	2	CO1
	5. Dell is an example of _____ view of supply chain	2	CO1

**Section – B (20 Marks)**

**Attempt any four questions in this section, each carries 5 marks (5\*4=20 marks)  
Write a short note on any four**

Q.2	Outsourcing	5	CO2
Q.3	Joint Venture	5	CO2
Q.4	Incoterms	5	CO2
Q.5	Freight Forwarder	5	CO2
Q.6	Independent v/s Dependent demand.	5	CO2

**Section – C (30 Marks)**

**Attempt any 3 questions, each question carries 10 marks (10\*3=30 marks)**

Q -7	Explain in detail the letter of credit and its significance in International trade.	10	CO2
Q-8	Define Contract Manufacturing. Explain its Risk-Benefit framework in detail.	10	CO3
Q-9	What is a Licensing? Explain the pros and cons of Licensing.	10	CO4
Q-10	Draw the diagram of different Transportations Network Structures and differentiate on the basis of advantages and disadvantages of them.	10	CO4

**SECTION-D**

**Answer the following**

**(15\*2=30 marks)**

Q-7	What is a Franchising? How it is used as a foreign market strategy? Explain the pros and cons of Franchising.	15	CO3
Q-8	Import-Export documentation is the most essential aspect of international trade transactions”. Elaborate this statement and discuss the importance of documentation in EXIM business. In continuation, explain the following documents: <ul style="list-style-type: none"><li>• Bill of lading.</li><li>• Insurance Certificate.</li></ul>	5 5 5	CO4 CO4 CO4