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School of Business

Master of Business Administration MBA Dual Specialization
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - MSB22T2005 - Global Supply Chain Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) HiTech company based in Gurgaon that produces and exports automobiles to various countries around the world. Recently, one of the major markets for this company has imposed a trading quota limiting the number of vehicles that can be imported each year. Assess the influence this trading quota impact the company's global trade and logistics operations. K5 (5)
- 2) Imagine you're in a supermarket and you pick up a box of chocolates made in another country. Construct the global supply chain helped bring these chocolates from the country they were made in to the store where you found them? K3 (6)
- 3) A multinational automotive corporation is considering expanding its global supply chain to reduce production costs and access new markets. Analyse the contribution of global supply chain for the automotive corporation in terms of cost savings, access to diverse markets, and enhanced flexibility in production and distribution. K4 (8)
- 4) A fast-food restaurant chain in India considering expanding business internationally through franchising. Identify some potential benefits and challenges of using franchising as a way to enter global markets? Give an example of any famous international fast-food chains that have expanded globally through franchising, and how has this strategy helped them grow their brand presence worldwide? K3 (9)

- 5) Freshfood is looking to expand into new international markets. The top management formed a group of experts to identify and rate the factors global factors for entering international market entry. Expert committee rating of global factors is given in the table below. Using a suitable technique, assess the weight and prioritise the global factors for international market entry. K5 (10)

Factors for Global Market Entry

Global Factor	Description	Rating by Experts on scale 1-10		
		Expert 1	Expert 2	Expert 3
GF1	Economic	7	5	6
GF2	Political	5	6	6
GF3	Cultural	6	6	4
GF4	Regulatory	5	4	5

- 6) A high-end fashion brand headquartered in France, renowned for its luxury apparel and accessories is considering expanding its global presence into the lucrative market of India. Given the competitive nature of the Indian fashion market and the unique preferences of its consumers, evaluate the suitability of exporting and establishing flagship stores as market entry modes considering factors such as brand positioning, market penetration, distribution channels, customer experience, and brand visibility. Propose a detailed market entry strategy outlining the steps your company should take to implement either an exporting initiative or the establishment of flagship stores in India. K6 (12)