

INTERNATIONAL MARKETING LOGISTICS



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Short Description

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1. Explain the concept and elements of 'Marketing Logistics', and state the objectives to be achieved through a proper logistics system in the international marketing context.
2. (a) Outline the role of road transport in movement of import and export cargo, and state the limitations of Indian road transport system in this context.

(b) "Warehousing is an important link in the chain of marketing". Comment.
3. "Despite increasing volume of India's overseas trade, the performance of Indian shipping has been rather disappointing". Elaborate on this statement and discuss the constraints faced by Indian shipping industry.
4. Distinguish between :

(a) Voyage Charter and Demise Charter.

(b) Shipowners' Lien and Maritime Lien.

(c) Perpetual and Periodical Review Systems used for replenishment of inventories.

5. (a) Describe the liabilities of a Multimodal Transport Operator (MTO) under Multimodal Transportation of Goods Act.

(b) Enumerate the precautionary measures to be taken by buyers and sellers to prevent the possible involvement in frauds.

6. Describe the consultation arrangements in India for resolving shippers' problems.

7. What do you understand by conference system in liner shipping operations ? Explain its utility and outline the regulations (including provisions of UN Convention) concerning shipping conferences.

8. Write explanatory notes on any two of the following :

(a) Trends in growth of global sea-borne trade.

(b) Inland Container Depots (iCD) and Container Freight Stations (CFS).

(c) Private Sector Participation for development of ports.

(d) Types of Surcharges levied on Basic Freight Rates.

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers