



**IV Semester M.B.A. Examination, Sept./Oct. 2022**  
**(CBCS – 2014-15 Scheme)**  
**MANAGEMENT**  
**LSCM6 – International Logistics Management**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** questions, **each** carries **5** marks. **(5×5=25)**

1. Illustrate any 5 success stories of customer focused marketing.
2. Appraise the context of integrated logistics drawing relevant examples.
3. Elaborate on any 5 types of packaging.
4. Briefly explain chartering.
5. Examine the air cargo tariff structure.
6. Appraise the context of using various types of containers.
7. List down any 5 types of marking.

**SECTION – B**

Answer **any three** questions, **each** carries **10** marks. **(3×10=30)**

8. Evaluate the role of CONCOR in import and export in India.
9. Examine the components of logistics management.
10. Analyze the characteristics and functionality of inventory.
11. Differentiate the performance characteristics of various mode of transportation.

P.T.O.



## SECTION – C

Compulsory question :

(1×15=15)

## 12. Case Study

**CULTURE AND PACKAGING**

Culture is the culmination of patterned behavior of people who identify with one another and share common beliefs. These patterns are driven by geographical location, socio-economic factors, and much more. Like every other aspect of life, culture also has an impact on packaging and products are used. Following two illustrations are examples of how different cultures and cultural beliefs were taken into account by the same brand to modify packaging and marketing:

Kellogg's

Kellogg's is an American food manufacturing company known internationally for its cereals and convenience foods. It entered the Indian market in September 1994, marketing its products as "crispy breakfast foods". However, cold breakfast was a foreign concept to the Indian population and would add hot instead of cold milk to the cereal. This made the flakes soggy and negated the promise of "crispy". To overcome this hurdle, Kellogg's reintroduced its product as an "All Day Meal" and focused more on the nutritional value. In 2016, the Indian market alone contributed 10% to the parent's Asia-Pacific revenues of Kellogg's, making the country its fastest-growing market in the region.

Paper Boat

Paper Boat made its debut in the Indian market in August 2013 as a non-carbonated drinks company and branded itself as a "traditional, indigenous, authentic drink". It is packaged in eco-friendly packaging. The drinks were produced from locally available spices, fruits, and some locally available fruits that are grown wild. It adopted the local flavors in the country like drinks with a taste of – Jamun, Kala Khatta, Aamras, Anardana, Kokum, etc. with the tagline of "Drinks and memories" which immediately connected with the Indian audience.

- 1) Discuss how Kellogg's and Paper Boat revised the Packaging Decisions to suit the Indian Market.
- 2) Justify the importance of proper labelling and marking, using examples inside and outside the case.
- 3) What are the challenges involved while designing packaging ?