**International Logistics and Supply Chain Management**

# June 2022 Examination

# Q1. An Indian manufacturer of ready-to-eat snacks having a pan-India distribution network is planning its international expansion by way of exports. It has identified Sri Lanka as the first foreign market to start with. Explain the factors it should consider while formulating its supply chain strategy for exporting to the Sri Lankan market and suggest an appropriate strategy for the same. (10 Marks)

# Answer 1.

## Introduction

The closest neighbors are India and Sri Lanka, separated through the Gulf Of way. The two nations' connection dates back extra 2,500 years, and both sides have built on a lifestyle of instructional and financial cooperation. Each nation is an active individual of diverse nearby and multilateral businesses, including the South Asian Affiliation for Regional Cooperation, the South Asia Cooperative financial program, and BIMSTEC, aiming to strengthen economic links. Since the alternate bilateral agreement between the two nations, India's exports to Sri Lanka have

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# Q2. XL brands follows a direct-to-consumer (D2C) model for sourcing & selling customized clothing products for men & women. With competition from similar other D2C companies, XL is looking to differentiate itself from the others based on its delivery experience. It is also looking at a superior delivery experience to provide it a source of competitive advantage. Explain, with reasons, the choice between in-house & outsourcing of logistics for XL to achieve its twin objectives. (10 Marks)

# Answer 2.

## Introduction

According to the latest survey, most cart abandonments had been caused by better-than-expected expenses, a big part of which was transport. Delivery fees cannot continually be passed directly to the purchaser. For this reason, a price-powerful shipping plan is essential. As XL’s organizations contemplate how to restrict budgets, generate more content material at the same time as maintaining high-quality requirements, many are organizing their in-house groups or

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# Q3. An international optical products company is interested in setting up its India operations by importing & selling its product range comprising of glasses, lenses, & frames through both the distributor as well as retail channel.

# a. Explain the requirements & the procedure to be followed for importing the products in India. (5 Marks)

# Answer 3a.

## Introduction

It is critical for groups trying to establish trading operations in India and those already doing business there to have an intensive understanding of the regulatory framework and the stakeholders and documents involved. The worldwide trade Act 1992 governs imports and

**b. What would be its requirements of warehousing in India for the distributor channel? Would these be any different for the retail channel? Suggest the suitable type (or types) of warehouse. (5 Marks)**

**Answer 3b.**

**Introduction**

While brick and mortar shelters for items garage had been formerly the norm in India. Over time, the industry has grown into extraordinarily sophisticated stockrooms ready with intelligent monitoring mechanisms. Each shipment may be traced in actual time