

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN

--	--	--	--	--	--	--	--	--	--

Course Code

M	B	A	L	S	4	1	2
---	---	---	---	---	---	---	---

Fourth Semester MBA Degree Examinations, August 2026

INTERNATIONAL SUPPLY CHAIN MANAGEMENT

Duration: 3 hrs

Max. Marks: 100

- Note:** 1. Answer any FOUR full questions from Question No. 1 to 7.
 2. Question No. 8 is compulsory
 3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBT:CO:PO)</u>
1	a. Explain the main reasons that have caused globalization.	03	(3:1:1)
	b. Illustrate critical success factors and risks in global distribution.	07	(3:1:2)
	c. Analyse the critical success factors of global procurement.	10	(4:1:3)
2.	a. Define the meaning of distribution channel.	03	(2:2:1)
	b. Apply the factors affecting distribution channels.	07	(3:2:2)
	c. Analyse the key steps involved in designing distribution channels.	10	(4:2:3)
3.	a. Outline the reasons for distribution control.	03	(3:3:1)
	b. Illustrate the steps involved in implementing distribution strategies.	07	(3:3:2)
	c. Discuss the complexities of global physical distribution and ways to cope with these complexities / challenges.	10	(4:3:3)
4.	a. Explain how international supply chain differs from domestic supply chain.	03	(3:4:1)
	b. Examine the major issues in global logistics / supply chains.	07	(3:4:2)
	c. Discuss key steps taken by multinational / transnational organizations to manage international logistics and supply chains.	10	(4:4:3)
5	a. Enlist key applications of GIS in supply chain management.	03	(3:5:1)
	b. Apply the requirements for global logistics strategy implementation.	07	(3:5:2)
	c. Analyse the steps involved in designing global logistics and supply chain strategy.	10	(4:5:3)
6.	a. State the role of material handling in international logistics.	03	(3:6:1)
	b. Apply the standard guidelines of material handling.	07	(3:6:2)
	c. Explain the automation in material handling.	10	(4:6:3)
7.	a. Interpret the differences in domestic and global distribution on three key features.	03	(3:1:1)
	b. Illustrate the trends and practices in global sourcing and purchasing.	07	(3:1:2)
	c. Analyse the factors influencing global market forces.	10	(4:1:3)

Case Study



Wal-Marts Global Expansion

Established in 1962, by Sam Walton, Wal-Mart has grown rapidly to become the largest retailer in the world.

Walmart Inc. is an American multinational omni-channel retail corporation that operates a chain of hypermarkets (also called supercenters), discount department stores, grocery stores, pharmacies, and gas stations in the United States and 19 other countries. As of 2026, Walmart is the second-largest company by revenue globally and the largest private employer in the world with 2.1 million employees.

Until 1991, Wal-Mart's operations were confined to the United States. Wal-Mart was a leader in the implementation of information systems to track product sales and inventory, developed one of the most efficient distribution system in the world, and was one of the first companies to promote widespread stock ownership among employees. These practice led to high productivity that enabled Wal-Mart to drive down its operating costs, which it passed on to consumers in the form of everyday low prices.

By 1990, domestic growth opportunities would be constrained due to market saturation. So the company decided to expand globally. In 1991, Wal-Mart started operations in Mexico as joint venture. Though Wal-Mart faced problems of stock maintenance, merchandise selection, etc., a partnership with a Mexican trucking company, more careful stocking practices and linkages with local product suppliers Wal-Mart became the largest retailer in Mexico in about a decade. The Mexican experience made Wal-Mart expand to Canada, Great Britain, Germany, Japan, South Korea, Puerto Rico, Brazil, China, and India.

In India, through Flipkart, Walmart owns or controls several major brands and platforms including Myntra (fashion and lifestyle), Shopsy (budget social commerce), Cleartrip (travel bookings), Flipkart Health+ (digital healthcare and pharmacy), Ekart (logistics and delivery), Jeeves (electronics repair and installation services), and ANS Commerce (D2C e-commerce enablement). Walmart is also the largest shareholder in PhonePe, one of India's biggest digital payments and fintech platforms. In addition, Walmart operates the Best Price cash-and-carry wholesale business and supports kirana stores and MSMEs through Flipkart Wholesale.

- | | | | |
|----|---|----|---------|
| a. | Explain the factors that helped Wal-Mart to become global leader in retail | 10 | (4:3:3) |
| b. | Evaluate the Political and Economic Factors that Wal-Mart might have faced in its endeavour to become Global. | 10 | (5:3:3) |

** ** *