



# MEASI Institute of Management

## Case Studies

### Export Import Management (534EBG) – Logistics Elective Paper

#### **CASE STUDY 1 — Export Order Delay due to Port Congestion**

A Chennai-based textile exporter received a large order from a European buyer. The shipment was delayed due to severe port congestion at Chennai port, causing the buyer to threaten cancellation and claim penalties. The exporter is considering rerouting via Tuticorin.

#### **Questions (10 Marks)**

1. Analyse the implications of port congestion on export performance.
2. Suggest logistics strategies to avoid such delays in the future.

#### **CASE STUDY 2 — LC Discrepancy Issue**

A machinery exporter shipped goods to Dubai under a Letter of Credit (LC). The bank refused documents due to minor discrepancies in the packing list and invoice, delaying payment.

#### **Questions (10 Marks)**

1. Explain how discrepancies in LC documents affect payment.
2. Recommend corrective measures to avoid LC-related issues.

#### **CASE STUDY 3 — Exporter Facing Currency Fluctuation**

An exporter of leather goods to the US faces losses as the USD-INR rate unexpectedly drops after shipment. The exporter had no hedging mechanism.

#### **Questions (10 Marks)**

1. Discuss the impact of currency fluctuations on exports.
2. Suggest hedging strategies suitable for exporters.



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## CASE STUDY 4 — Import Consignment Held at Customs

A company importing electronics from China finds its consignment held at Indian Customs for additional inspection due to incorrect HS codes.

### Questions (10 Marks)

1. Explain the role of HS codes in international trade.
2. Discuss steps to ensure accurate customs clearance.

## CASE STUDY 5 — Perishable Cargo Handling Issue

An exporter of fresh fruits from Nashik to the Middle East faces spoilage due to improper cold-chain handling during transit.

### Questions (10 Marks)

1. Analyse the logistics issues in perishable exports.
2. Suggest improvements in cold-chain management.

## CASE STUDY 6 — Buyer Rejects Goods for Quality Issues

A German buyer rejects an export shipment of engineering components stating poor finishing and quality deviations from agreed specifications.

### Questions (10 Marks)

1. Discuss the importance of quality control in exporting.
2. Suggest a quality assurance system for exporters.

## CASE STUDY 7 — Export Incentive Claim Rejected

An exporter's RoDTEP incentive claim is rejected due to incorrect documentation and mismatch between shipping bill and invoice data.

### Questions (10 Marks)

1. Explain the eligibility and documentation requirements for RoDTEP.
2. Recommend steps to ensure successful claim processing.



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## CASE STUDY 8 — Freight Rate Volatility

A chemical exporter complains of rising ocean freight rates, making export pricing uncompetitive in global markets.

### Questions (10 Marks)

1. Analyse how freight rate fluctuations impact export profitability.
2. Suggest strategies for freight cost management.

## CASE STUDY 9 — Multimodal Transport Delays

A company shipping goods to Europe via rail-sea multimodal route faces delays due to change in transshipment timings.

### Questions (10 Marks)

1. Explain the advantages and risks of multimodal transport.
2. Suggest methods to ensure reliability in multimodal operations.

## CASE STUDY 10 — Payment Default in Open Account

An exporter shipped home décor items to a retailer in Canada on an open-account basis. The buyer defaulted after delivery.

### Questions (10 Marks)

1. Analyse risks of open-account payment terms.
2. Recommend safer international payment methods.

## CASE STUDY 11 — Export Marketing Failure

An Indian handicrafts exporter participated in an international exhibition but received no orders due to poor product positioning.

### Questions (10 Marks)

1. Discuss reasons why export marketing efforts may fail.
2. Suggest strategies for effective international market penetration.



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## CASE STUDY 12 — Container Shortage Crisis

During peak season, an exporter struggled to find empty containers due to global shortages, delaying shipments.

### Questions (10 Marks)

1. Explain the causes of global container shortages.
2. Suggest ways exporters can mitigate such risks.

## CASE STUDY 13 — Incorrect Documentation Leads to Penalty

A pharmaceutical exporter incorrectly declared the value of goods, leading to penalties during customs inspection.

### Questions (10 Marks)

1. Explain the consequences of incorrect export documentation.
2. Suggest a documentation control system for exporters.

## CASE STUDY 14 — IT Use in Export Expansion

A small handicraft exporter adopted ERP, CRM, and digital marketing tools, leading to better export sales and customer service.

### Questions (10 Marks)

1. Discuss the role of IT in enhancing export operations.
2. Evaluate the benefits of digital platforms for exporters.

## CASE STUDY 15 — Exporter Facing Political Risk

A shipment to a Middle Eastern country gets delayed due to sudden political tensions, impacting supply chain continuity.

### Questions (10 Marks)

1. Explain political risk in international business with examples.
2. Suggest ways to mitigate country and political risks.



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## **CASE STUDY 16 — Custom Duty Dispute in Import**

An automobile company disputes the customs duty charged on imported components, claiming incorrect duty classification.

### **Questions (10 Marks)**

1. Analyse how customs duty classification affects import cost.
2. Suggest methods for accurate duty classification.

## **CASE STUDY 17 — E-commerce Cross-Border Exporter Growth**

A small apparel manufacturer begins exporting through Amazon Global & Etsy, expanding to 40+ countries.

### **Questions (10 Marks)**

1. Explain how e-commerce platforms support small exporters.
2. Discuss challenges in cross-border e-commerce exports.

## **CASE STUDY 18 — Exporter Switching from CIF to FOB**

An exporter shifts from CIF to FOB terms due to rising insurance and freight costs abroad.

### **Questions (10 Marks)**

1. Compare CIF and FOB terms in terms of cost and responsibility.
2. Discuss how INCOTERMS influence export pricing.

## **CASE STUDY 19 — Goods Damaged During Sea Transit**

A shipment of ceramic products arrives damaged due to rough handling. The exporter had marine insurance coverage.

### **Questions (10 Marks)**

1. Analyse the role of marine insurance in protecting exporters.
2. Explain the claim process for damaged cargo.



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## **CASE STUDY 20 — India-ASEAN Trade Opportunity**

An FMCG company wants to expand exports to ASEAN countries due to high demand and tariff benefits under the trade agreement.

### **Questions (10 Marks)**

1. Discuss the trade potential between India and ASEAN.
2. Suggest strategies for successful market entry into ASEAN nations.

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