



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.



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.



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.



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.



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.
