



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

## NHQ- Education Wing

Plot Nos. 102 & 104, Institutional Area, Sector-15, CBD Belapur, Navi Mumbai- 400 614

Phone: 022-27571022 Telefax: 022-27565741

**(PGDL&SCM - 2 years course)**

**Assignments for July-Dec2023 Session**

**(course code PSM/CSM)**

### IMPORTANT POINTS TO BE NOTED BY THE STUDENT:

1. Write your Name, Roll. No. on the answer sheet along with Session i.e. **July-Dec2023**

**Each page of assignment must bear the roll number, semester number Name at top of each page and student's signature at the bottom of each sheet, without which assignments will be rejected(sample is attached)**

2. Submission of assignments is compulsory and marks obtained in assignments carry **30% weightage** in the final result.

3. Students are required to secure 50% marks in assignments to pass the examination.

4. Each subject will have one assignment..

5. Assignments must be written by the students in their own good hand writing and one copy of the same be retained with them to avoid inconvenience in the event of misplacement / loss of the same in transit.

6. The answers should be brief to the point and relevant to the questions given in the assignment. Do not reproduce your answers from the study materials sent to you.

7. Problems/queries with regard to assignments, if any, are to be discussed with respective branch/NHQ and during the contact classes.

8. **Write your answers on the attached sample answer sheets only**

9. Assignments must be send to IIMM NHQ Education Wing by **31st October 2023** by email in PDF format to **[iimassignments@gmail.com](mailto:iimassignments@gmail.com)**. It must not be shared through Google drive. If the file size is big send separate mails.

**Note:** Assignments must reach IIMM NHQ Education Wing by 31st October 2023 by email in PDF format to **[iimassignments@gmail.com](mailto:iimassignments@gmail.com)** **Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.**

# **PGDL & SCM - 2years**

**(Semester- 1)**

**Assignments for July-Dec2023 Session**

*(course code : PSM/CSM)*

**Paper - 1**

**Management Principles & HRM**

**TOTAL MARKS 30**

**Attempt all questions(Each question carries 15 marks)**

**Q 1. Answer the following questions:**

- a) How you will take Right Decision?
- b) What is relationship between personality, behaviour and performance?
- c) Which is best Leadership style? Why?

**(Read Chapters 2, 3, 5)**

**Q. 2. Case study**

Bright Superson Corporations a California based Marketing organization growing fast in USA and Europe. The company comprises of CEO and four Vice Presidents group A, B, C and D reporting to the CEO. There are 500 employees working in the organization. There is a general feeling amongst the employees that Vice present A plays politics and ensure promotion of his team, give higher increments and faster promotions compared to group B,C and D. This created dissatisfaction, frustration amongst the other employees and affecting the performance of the organization.

- a) What is organization politics?
- b) What causes political behaviour in the organization?
- c) What measures you will suggest to the CEO to resolve the problems in the organization?

**(Read chapter 4 )**

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**PGDL & SCM - 2years**  
**(Semester- 1)**  
**Assignments for July-Dec2023 Session**  
*(course code : CSM , PSM)*  
**Paper - 2**  
**Business Communication**

**TOTAL MARKS 30**

**Attempt all questions(Each question carries 15 marks)**

**Q 1. Answer the following questions:**

1. Explain the objectives of Business communication, advantages and limitations of written communication
2. Describe the listening skills, its types and barriers to effective listening
3. Describe types of non-verbal communication,, advantages and disadvantages  
(Ref Chapter 6,4,3)

**Q. 2. Case study**

Bruce, a research chemist for a major petro-chemical company, wrote a dense report about some new compounds he had synthesized in the laboratory from oil-refining by-products. The bulk of the report consisted of tables listing their chemical and physical properties, diagrams of their molecular structure, chemical formulas and data from toxicity tests. Buried at the end of the report was a casual speculation that one of the compounds might be a particularly safe and effective insecticide.

Seven years later, the same oil company launched a major research program to find more effective but environmentally safe insecticides. After six months of research, someone uncovered Bruce's report and his toxicity tests. A few hours of further testing confirmed that one of Bruce's compounds was the safe, economical insecticide they had been looking for.

Bruce had since left the company, because he felt that the importance of his research was not being appreciated.

Questions:

1. What is the cause for the company's failure in understanding the product specification
2. What is the methodology of good report making
3. Elaborate various steps involved in a report writing
4. What is the advise to Bruce

(Refer chapter 8)

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**PGDL & SCM - 2years**  
**(Semester- 1)**  
**Assignments for July-Dec2023 Session**  
*(course code : PSM /CSM)*  
**Paper - 3**  
**Business Economics & Accounting**

**TOTAL MARKS 30**

**Attempt all questions(Each question carries 15 marks)**

**Answer the following questions:**

Q 1.

- (a) What is meant by Opportunity cost? Give some examples.
- (b) Define the meaning of demand elasticity and its application in business.
- (c) What are salient features of perfect competition?
- (d) Distinguish between Monopoly and Monopolistic Competition.
- (e) Distinguish between Micro and Macro Economics.

Q2.

- (a) Explain golden rules of debit and credit transaction for all the three types of accounts viz. Real accounts, Personal accounts and Nominal accounts.
- (b) What is the purpose of preparing Ledger? Illustrate showing the columns of both types of Ledgers.
- (c) Enumerate steps for preparation of final accounts.
- (d) Distinguish between Cash Flow Statement and Balance Sheet.
- (e) Discuss different methods of depreciation of fixed assets.

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**PGDL & SCM - 2years**  
**(Semester- 1)**  
**Assignments for July-Dec2023 Session**  
*(course code : PSM /CSM)*  
**Paper - 4**  
**Business Environment**

**TOTAL MARKS 30**

**Attempt all questions(Each question carries 15 marks)**

**Question 1**

**Answer the following questions:**

Students should go through the chapter 2, 3 and 4 before answering the questions below

M/s National industries is an existing small scale industry manufacturing automobile components. They would like to increase the range and volume of components offered to the automobile industry. They would like go about the analysis of the environment systematically to enable them to expand. They wanted to follow up the analysis of the environment with an internal analysis of the organization. They must choose from a few of the methods that are available. This, National Industries felt, will give them a good springboard to go into the expansion mode. Using these analysis, M/s National Industries, built their organizational strategy using the Porter's model to align with the economic condition of the country

**Question No 1**

Marks (3 x 5 = 15)

1. Explain the systematic process followed by M/s National Industries in the analysis of the environment.
2. What are the various organizational appraisal methods available for M/s National industries and what information do they provide?
3. How does the Porter's model help in alignment of the organizational strategy and the economic environment of the organization?

**Question No 2**

Marks (3 x 5 =15)

**Q. 2. Case study**

**Students should go through the chapter4, before answering the questions below**

M/s National Industries have understood that their organization has grown to this level because they have never compromised on the value system of the organization. They received an invitation to attend a management seminar about values. They enrolled their top executives to attend this seminar. In the seminar they heard about Hofstede's views on culture. This helped them to identify the difference among the people and organize the workplace in a better manner. Understanding the economic system of the country is an important aspect and in order to appreciate the system of creation of wealth in the economy. Notwithstanding this they also know that the law of the land is to be followed in all respects.

1. What are the views of Hofstede's views on culture. Explain this under different factors.
2. What are the different types of economy and what is the economy followed in India?  
Explain each of the economies
3. What are the main laws / Acts influencing the legal environment that must be followed by M/s National Industries. Briefly explain each.

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**PGDL & SCM - 2years**  
**(Semester- 1)**  
**Assignments for July-Dec2023 Session**  
*(course code : PSM /CSM)*  
**Paper - 5**  
**Business Ethics & CSR**

**TOTAL MARKS 30**

**Attempt all questions(Each question carries 15 marks)**

**Question 1. Answer the following questions:**

1. Explain the 4V model of ethical relationship and elaborate how it differs from Dr. Grace's model and relationship between management and ethics
2. Elaborate and explain Professional Managerial values and relation between ancient Indian Literature and values
3. As the global competition is on the rise, explain the role of values in global Business Management

**Question. 2 Case study**

An Engineering Conglomerate's sustainable development strategy focuses on three pillars of CSR ( Corporate Social Responsibility) namely- Economic, Social and Environmental. As the company, along with stakeholders and NGOs put in their minds and hearts into finding a way around to help the nation in the above mentioned areas. Areas selected include Education, water and sanitation, Health, Skill Building and Volunteering.

**Education:** Strategy of continuing school education via remote teaching and learning methods using digital platforms helped in providing education to 89% children under project especially during COVID.

**Water and Sanitation:** Educated communities about COVID prevention and protection offered counseling and helped families need in around its project sites and factories

**Health: Company's health centers** continued to offer essential health care services during the pandemic. Community health camps were organized. Free medicines and clinical test at a concessional rate provided to the needy people

**Skill Building: skill** training courses were introduced near the project sites and factories to train people in construction related areas. Near the factories various training programmes like tailoring, beautician, Office Administration, electrician and plumbing. Skill training re-packaged to include both on line and offline models to take care of pandemic situation.

**Employee Volunteering:** Employee volunteers adjusted their working style to include digital media and on line platform for teaching children and remotely guiding them in science experiments arts and crafts. Some volunteers offered food and mobile phones to the needy during pandemic over 250 project locations in India, company adopted schools and creating infrastructure for drinking water, toilets and improved infrastructure( smart class Rooms). Company also provided science on wheels ( Mobile lab) to teach the students various science experiments related to chemistry, Physics and other areas. Company received an accolade as the "Best Corporate" in 2020.

**Questions:**

1. What the areas company selected for CSR and how they implemented their plan
2. How company managed the activity during COVID?
3. Elaborate on the importance of CSR ,its merits and benefit to the company

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**PGDL & SCM - 2years**  
**(Semester - 2)**  
**Assignments for July-Dec2023 Session**  
(course code : CSM/PSM)

**Paper - 6**  
**Business Law**

**TOTAL MARKS 30**

**Question No.1**

**Marks 15**

- (a) What is a Contract and what is the difference between a Contract and an agreement. What are the “Essentials of a valid Contract” and explain the different “Types of Contract”?
- (b) Explain meaning of ‘Conditions’ & ‘Warranty’? What do you understand of Expressed and Implied Conditions and Warranties.?

(Read Chapter No 2 and 4)

**Question No 2**

**[Case Study]**

**Marks 15**

Mr. X was the President of XYG Cements Ltd which was incorporated in 1990. The registered Office of the organization was at Kanpur. Till 1995, the organization was the largest seller of cement in India. In the same year Mr.X decided to enter the paint industry under the brand name of XYG Paints. He put his proposal in the board meeting and the proposal was accepted. However, long-term and medium-term financing was needed for the new project. Mr. M was the Finance Manager of the organisation. Mr.M prepared the capital structure for the new investment project and explained to Mr. X.

According to the capital structure, 40% of the capital was from issuing debentures, 30% of the capital was from term loans, 20% of the capital was from public deposits and 10% of the capital was from retained earnings of the parent organisation. Mr. M was not in favour of raising capital by issuing shares because he did not want the interference of shareholders in the internal decisions of the organization. The product was launched in the market in 1998 by the team efforts of M/s.XYG Paints and XYG Cements. The new product got a good start in the market. After the end of two financial years, XYG Paints found that it is going at a loss.

There were several reasons for the loss, such as the paint, market was filled with MNCs those were selling low-price paints with better quality and other organisations were strongly advertising their products. Initially, XYG Paints was making a moderate profit, which went in paying interests of loans and meeting other expenses. In 2001, public deposits matured and XYG Paints paid their liability out of the profit made by XYG Cements.

**QUESTIONS:**

- I. Examine the main issues confronted by XYG Paints.  
(Hint: Increasing competition, MNC's interest on debentures and loans.)
- II. Do you think Mr.X was right? Explain.  
(Hint: Mistakes in capital structuring, more debentures and risk to the business)

(Refer to : Chapter 9)

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**PGDL & SCM - 2years**  
**(Semester- 2)**  
**Assignments for July-Dec2023 Session**  
*(course code : CSM/PSM)*  
**Paper - 7**  
**International Trade**

**TOTAL MARKS 30**

**Question No 1**

**Marks (3 X 5 = 15)**

M/s National Industries is a renowned manufacturer of consumer goods for the domestic market. This company's products are well received and have a good reputation in the domestic market. They have decided to enter the international market with the good reputation enjoyed by their products in the domestic market.

Students should go through the chapters 1, 2 and 3 before answering the questions below

1. What are the differences in approach in international trade to that of domestic trade?
2. M/s National Industries used Porter's theory of national advantage for analysis. What are the features of this theory? Explain.
3. M/s National industries understood that there are many factors in the international arena that are beyond their control. They decided to study these factors. What are these factors. Explain

**Question No 2**

**Marks (3 X 5 = 15)**

Students should go through the chapters 4 and 6 before answering the questions below

M/s National industries, in their efforts to enter the foreign market has decided to train their marketing team on the nuances of international marketing. During their training they are expected to understand the similarities and the differences. This training, they expect will help their marketing team to build multiple strategies keeping in mind the domestic and the international market. Access to international markets is not easy and M/s national industries have to identify and work on the best options available to them. M/s National industries are aware that the international legal systems are different and it is based on the guidelines given by the UN. The consultant who was guiding them indicated the role played by the UN.

1. What is the understanding of the marketing team about domestic marketing and the difference with respect to international marketing. Explain the similarities as well.
2. What are the options that are available to M/s National industries for entry into the international market. Explain each
3. Which is the agency of UN that deals with the international trade laws? What are the techniques adopted by this agency for the adoption of international trade law.?

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**PGDL & SCM - 2years**  
**(Semester - 2)**  
**Assignments for July-Dec2023 Session**  
(course code : CSM/ PSM)  
**Paper - 8**  
**Management Information System**

**TOTAL MARKS 30**

**Question No.1**

**Marks 15**

**Answer the following**

1. Explain the following and give two examples of each [5]
  - a. Domain Name System
  - b. Web Browser
  - c. Network Topology
  - d. RDMBS
  - e. Operating System
2. Explain Business Application Software. Explain the features of any two Business Application Software. [10]

*(Hint: Refer Chapters 2, 3, 4 & 5)*

**Question No 2**

**[Case Study]**

**Marks 15**

Qala Restaurant uses the latest technology for maintaining its business everyday. It has an enhanced method of maintaining a record of each customer and each item that was sold to them. The process was designed in the manner where the waiter takes the order from the customers on the tables and then he proceeds to enter through one of the terminals placed in the dining room of the restaurant. The information from the order flows through the automated systems and is routed to the printer. If the order has been placed for a burger, it gets routed to the item on the printer. If the order has been placed for a sandwich or a drink, it again gets routed on the printer. The bill for the customer's meal is checked by the system according to the ordered items and their respective prices. The bill gets generated automatically through the information provided via the order. The enhanced system helps remove the old system of generating the bill with the help of three carbon copies. The bill has copies which are each for the restaurant and the customers. The customers can instantly check the bill for any errors. It has eliminated the older system of handwritten bills with bad writings and many other problems associated with it. The automated system is designed for the entire restaurant and the supplies of the kitchen are routed through the integrated system. When the kitchen runs out of stock with a certain item, they feed it through their interface, which then gets routed through the terminals to the right end user who takes care of the stocks and supplies. If the waiters try to order a certain item and it is not in stock, the system displays the message on the screen for them to read

**Case Questions**

1. Suggest how the system will be helpful to waiters as well as for the managers. [6]
2. Which information system development life cycle model will be the best suited to streamline data for the above system ?Justify your answer. [9]  
*(Hint: refer Chapters 7, 8 and 9)*

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**PGDL & SCM - 2years**  
**(Semester - 2)**  
**Assignments for July-Dec2023 Session**  
(course code : CSM/ PSM)  
**Paper - 9**  
**Strategic Management**

**TOTAL MARKS 30**

**Question No 1**

**Marks (3 X 5 = 15)**

Corporate level strategy is the decision and the actions which are taken by the management to gain an advantage in the competitive economy. Corporate level strategies are concerned with decisions connecting the organization to its environment by setting long-term goals and allocating resources for achieving these goals. The management lays down the strategy which is the statement of objectives and plans for the entire organization. The corporate level strategy helps define the scope of the activities of the organization and the methods in which the company's business processes help the goals of the company. Different types of corporate level strategies include Stability strategies, Expansion strategies, Retrenchment strategies, and Combination strategies.

- a) Explain the importance of corporate level strategy and how it helps in attaining the goals of an organization.
- b) What is a Retrenchment Strategy and when does a company need to use this strategy? Explain the different types of retrenchment strategies and how they help in improving the performance of an organization.
- c) Organizations often use a combination of different strategies at different times for their business units, to drive their profits and growth. Explain the circumstance under which organizations adopt such multiple strategies.

(Read Chapter 6)

**Question No 2**

**Marks (5 X 3 = 15)**

Recently the Government of India has taken a Strategic decision of permitting Foreign Direct Investment (FDI) in Retail Market with the expectation that there will be healthy competition in the Retail Market, farmers will get good rates for their agricultural produce, exploitation by middle men will be minimized, and overall consumers will have more options and will be benefitted by getting the goods at fair rates.

Local Producers and Traders are worried for the future of trading firms as they feel that it will be difficult for them to stand and survive against foreign international marketing players like Wall-Mart etc. Option is with respective State Government – whether they should allow the FDI in respective States or not.

As a consultant and business advisor for Retail Traders' Association what is your analysis and approach towards

- a. Your analysis of GOI's strategy of permitting FDI in retail market in India
- b. Its possible impact on existing local traders and retailers, on local producers and farmers.
- c. Will consumers be benefitted by entry of FDI in Retail Marketing? How?
- d. What will be its impact on local SSI Units / Producers? Will they be able to stand as far as Quality and Price of their products in consumer segments are concerned?
- e. What strategic changes in business approach will you suggest to local producers and trading. firms in order to face the competition in near future?

(Read chapter 8,9, 12)

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**PGDL & SCM - 2years**  
**(Semester - 2)**  
**Assignments for July-Dec2023 Session**  
(course code : CSM/ PSM)  
**Paper - 10**  
**Operations Management**

**TOTAL MARKS 30**

**Question No.1**

**Marks 15**

- Q1 a) Write a note on the various phases of a project life cycle
- b) What advantages do a proper service design process give to a firm? Give names of 3 service design tools
- c) Explain the concept "service blueprint"

**Question No.2**

**Marks 15**

Zydus-Cadila India, headquartered in Ahmedabad, were designing their new Plant. The new Plant was based on cellular flow concepts, continuous material movement and no in-process storage, with full visibility of operations on the shop floor.

With the Kaizen overhaul of the Plant,

- Capacity improved 5 times
- Cycle time improved by 5 times
- Distance travelled by a batch of tablets reduced from 220 to 73 meters

Emphasis on Quality in the company had borne fruit.

- a) Explain Ishikawa diagram
- b) What is a Quality Management system? How does an organisation benefit from having a good QMS?
- c) Write a short note on the various costs of Quality

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# **PGDL & SCM - 2years**

**(Semester 3)**

**Assignments for July-Dec2023 Session**

(course code : CSM/PSM)

**PAPER - 11**

**Purchase Management**

**TOTAL MARKS 30**

**Question No.1**

**Marks 15**

- Q1 a) Explain the difference between the terms “Procurement” and “Purchasing”  
b) Compare and contrast “in housing” vs. “outsourcing”  
c) Explain briefly the factors affecting pricing decisions in an organization

**Question No.2**

**Marks 15**

Q2. In a recent training session at a Burger King outlet, the new joiner trainees were asked to write an instruction sheet for making peanut butter and jelly sandwich. Then, one of the trainees was summoned and asked randomly to select an instruction sheet. The instructor asked the trainee to follow the description and make a sandwich strictly following the instruction sheet. What was the result? Complete chaos. The instruction sheet did not specify which bread to choose, what should be the size, what type of peanut butter etc

The instructor then began to explain.

- a) Help the instructor explain what is standardization, and what will be its benefit to an organization
- b) After standardization comes classification and codification. What are its advantages to an organization ?
- c) The instructor said, the next step is Materials Requirement Planning. What will be inputs and outputs of an MRP system?

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# **PGDL & SCM - 2years**

**(Semester 3)**

**Assignments for July-Dec2023 Session**

(course code : CSM/PSM)

**PAPER - 12**

**Inventory Management**

**TOTAL MARKS 30**

**Question No.1**

**Marks 15**

Q1. a) Write a note on the costs associated with inventory

b) What is vendor managed inventory? What are its benefits to a buyer?

c) What are the inputs to Materials Requirement Planning ? Explain in detail

**Question No.2**

**Marks 15**

Q2. a) An item A has annual consumption of 10000 units, at a unit price of Rs 1/- . inventory carrying cost is 30% per annum and ordering cost is Rs 60/- per order.  
Calculate the Economic order quantity for item -A

b) What is safety stock ? why do organisations maintain a safety stock? What is it's drawback?

c) Suppose the supplier gives a discount of 5% if order quantity is increased to 3000 units. Under what conditions should the buyer accept it? Explain your answer. (you don't need to calculate. Just explain the logic)

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# **PGDL & SCM - 2years**

## **(Semester 3)**

### **Assignments for July-Dec2023 Session**

(course code : CSM/ PSM)

#### **PAPER - 13**

#### **Supply Chain Management**

**TOTAL MARKS 30**

#### **Question No.1**

**Marks 15**

- Q1 a) Define any 5 Drivers of a lean supply chain  
b) What are the components of an Agile supply chain?  
c) What are the common segments of a supply chain

#### **Question No.2**

**Marks 15**

Q2. Rima and Ram are a Gen Z IT engineer couple who are planning to celebrate the first birthday of their son. They realized that they don't have a shoe rack to keep the footwear of their guests and decided to order one on Freecart.in. They planned it perfectly – order was placed one week before the birthday and the shoe rack arrived a day before the event.

The celebrations went off beautifully. The next day, they wrote to Free cart that they are dissatisfied with the product and want a return and refund. Free cart agreed and they picked up the product and returned back the money.

- a) What costs did Free cart have to incur on this return?  
b) Give FIVE examples of common customer returns  
c) What is "end of use" return? Give an example.

*This case study is NOT an example of "end of use" return*

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# PGDL & SCM - 2years

## (Semester 3)

### Assignments for July-Dec2023 Session

(course code : CSM/PSM)

### PAPER - 14

## Logistics & Warehousing Management

TOTAL MARKS 30

### Question 1

[15 Marks]

- (a) What are the objectives of *Supply Chain Management* to be adopted in a supermarket?
- (b) Explain how an oversized cargo (eg. Transformer) is transported to the destination?
- (c) *Containerization* has helped Multimodal Transportation – Explain the need and benefits with an example?
- (d) What are *General Purpose* and *Special Purpose* Containers? Explain with examples?
- (e) CFS is constituted under which Act? Describe the activities in a CFS?

[Refer Chapters 2 to 6]

### Question 2

[15 Marks]

- (a) Can *Fulfillment Centre* be termed as a warehouse and in which segment of business it is used – Explain?
- (b) Explain the how a *Bonded Warehouse* is constituted and the activities carried out?
- (c) Explain in detail *Product-Mix Consideration* in warehouse design, preferably with examples?
- (d) What is meant by *Aisle Width Decision* - Explain in detail?
- (e) Explain the *Warehousing Strategy* to be adopted by a Car Manufacturer?

[Refer Chapters 7 to 12]

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# **PGDL & SCM - 2years**

**(Semester 3)**

**Assignments for July-Dec2023 Session**

**(course code : CSM/ PSM)**

**PAPER - 15**

**Packaging & Distribution Management**

**TOTAL MARKS 30**

**Students should go through the chapter 3 and 6 before answering the questions below**

**Question No 1**

**Marks(3 x 5 = 15)**

M/s National industries have a wide range of consumer goods. They have embarked on an ambitious plan to export some of their products. They would like to create an impact at the time of introduction into the market by introducing a completely new packaging. In addition, the packaging must take in to the logistics aspects as the products are to be exported. Being an export product, the price has to be competitive to enable easy entry into the market. Packaging must not add significantly to the cost of the product. By reviewing and exploring these factors M/s National industries is likely to have a good start in their export venture

1. What kind of packaging ideas must be included to capture the attention of the market?
2. What are the functions of logistics that must be taken into account by packaging?
3. What are the cost factors of packaging that must be explored by M/s National industries before finalising the packaging?

**Students should go through the chapter 6, 7 and 8 before answering the questions below**

**Question No 2**

**Marks (3 x 5 = 15)**

In order to further give an impetus to the international marketing push M/s National industries insisted that the packaging must follow and adopt all the methods of green logistics. This, they expect, will also be an additional selling point in the international market. Being a consumer product there is a need to step up a distribution system to reach the end customer. N/s National industries were looking at certain contribution from the distribution networks that were planned in the foreign market.

1. What are options available to M/s National industries to follow green logistics and reduce negative environmental effects?
2. Who and what kind of intermediaries would be part of the distribution system that is likely to be setup in order to reach the end consumer?
3. What are the contributions that were expected by M/s National industries from the proposed distribution networks?

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# **PGDL & SCM - 2years**

**(Semester 4)**

**Assignments for July-Dec2023 Session**

*(course code : CSM/ PSM)*

**PAPER - 16**

**Entrepreneurship**

**TOTAL MARKS 30**

**Question.1**

**[15 Marks]**

**Today's business scenario, may young people are starting new enterprises**

1. Define Formulation and implementation of a business plan
2. What are the sources of a financing a new enterprise
3. Define the process of Human Resource Management in a New enterprise

Chapter 2, 3 and 4

**Question 2**

**[15 Marks]**

Case study

Garden fresh founded by an young engineer, from a start up to becoming a nich player in the ready to cook products in the market in India.

Mukesh the son of a daily wage earner while growing up faced lot of hardships at home which led him to work a fairly wager. That made him realize the importance of money. Mukesh dropped out of school at the age of 10 but later rejoined the school.

He did extremely well in the studies and took a engineering degree. After working for few corporates in the initial stages and thought of starting a enterprise. Started in a small way and started supplying his products to various outlets in the city where he was living. started with 20 stores as the initial customer base and business started picking up

His motive " wanted to ensure that busy working women had access to healthy and good quality products.

The key challenge was wastage as high as 25%. They adopted a zero inventory model, in which they captured store wise, day wise and location wise data with the help of Information Technology. Captured the no of units supplied, sold and left unsold. The use of predictive algorithm enabled the co to find out the correct no of units to be supplied to each retail store everyday and stock throughout the supply chain resulting in zero finished goods inventory at the factory Presently they are the leading suppliers of food products in India.

- 1.. Explain the factors that motivate a person to become an entrepreneur
2. Explain the role of creativity in the success of an entrepreneur
3. Identify the challenges faced by an entrepreneur

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# PGDL & SCM - 2years (Semester 4)

## Assignments for July-Dec2023 Session

(course code : CSM/ PSM)

### PAPER - 17

#### Research Methodology

**TOTAL MARKS 30**

**[15 Marks]**

#### Question.1

Q. 1 Sampling is the process of choosing a subset of subject matter or units from the whole population for the purpose of conducting research. A sample design is considered as a road map which provides the foundation or basis for the selection of a sample survey. A good sample design must be error-free and must produce the representative sample. Sampling methods are of two types – probability and non-probability sampling methods. Data collection is the process of collecting data on samples for research purposes. Data are essentially of two types – primary data and secondary data. Various techniques are used for data collection for research purposes. The selection of an appropriate method of data collection depends on a number of factors such as the objectives of research, availability of resources etc.

- What is sampling design? Explain the steps involved in sampling design.
- Discuss the different types of errors in measurement and how these errors can be minimized.
- Explain the different methods of primary data collection and the suitability of these methods in different situations. (Read chapters 4, 5, and 6).

#### Question 2

**[15 Marks]**

Q. 2 A municipal corporation wishes to improve the liking of its residents towards the locality. Research is conducted in which the liking is measured on 11-point scale (1 – do not like the city, 11-very much like the city), and the period of residence is measured in terms of the number of years the respondents have lived in the city. In the pre-test of 12 respondents, the data, as shown in the table, are obtained.

Respondent	Liking towards the city	Duration of residence
1	6	10
2	9	12
3	8	12
4	3	4
5	10	12
6	4	6
7	5	8
8	2	2
9	11	18
10	9	9
11	10	17
12	2	2

- Determine with help of correlation if the municipal corporation should design new strategies to improve the liking of residents towards the locality
- Explain the concept of Data Analysis and discuss the different types of data analysis.
- Correlation between two variables need not necessarily imply a causal relationship between the variables. However, if the degree of correlation is very high, it might be indicative of cause-and-effect relationship. This can be understood by carrying out Regression Analysis. In this context, explain the method of regression analysis, (Read chapter 8)

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# PGDL & SCM - 2years

(Semester 4)

Assignments for July-Dec2023 Session

(course code : CSM/PSM)

PAPER - 18

Advanced SCM & L

TOTAL MARKS 30

## Question.1

[15 Marks]

Wipro is a global information technology, consulting and outsourcing company with 145,000 employees serving over 900 clients in 60 countries. Wipro Ltd was incorporated in the year 1945 at Karnataka by Azim H Premji who is promoter and chairman of the company. The company started as an edible oil producer and then transformed itself into leading player in Fast Moving Consumer Goods and IT services & Products business. Wipro has acquired 29 companies, including 14 in the last 5 years. A total of 10 acquisitions came from private equity firms. It has also divested 5 assets. Wipro's largest acquisition to date was in 2021, when it acquired Capco for \$1.5B. The company has spent over \$ 4.73B for the acquisitions. Wipro has invested in multiple sectors such as E-Commerce Enablers, Healthcare Payer Tech, Manufacturing Tech and more.

*Nirapara* is a brand of rice and spice powders manufactured by the KKR Group. The brand evolved from the K.K.R Mills which was established by K.K.R Karnan in Kerala in 1976, which has since transformed into the *Nirapara* Brand, a name synonymous with quality food for millions of consumers around the world. It has signed a definitive agreement with the KKR Group who owns the *Nirapara* brand.

Established in 1987, *Brahmins Foods* was guided by its passionate love for good, healthy, meat-free food. As a family-owned business, *Brahmins Foods* experimented with exotic Indian spices and today, the rich variety is trusted by kitchens home and abroad. The company diversified in 2018, to hand-crafted luxury pens – Rytol. Another brand by the company is *Cafe Viktor* - a fresh new home-grown beverage for all coffee lovers.

With the takeover of two big brands : *Nirapara* and *Brahmins* , which have a good market share in the retail sector in India and abroad - Wipro Consumer Care and Lighting is looking at becoming a sizable player in the packaged foods segment and consolidating its spices, breakfast and ready-to-cook category. It marks the entry of the company into the packaged food and spice segment by acquisitions of the largest-selling traditional food brands in Kerala.

Questions:

- 1) What facility related metrics of both *Nirapara* and *Brahmins* have drawn the attention of Wipro for Acquisition – Explain in detail?
- 2) Advancement in communication and IT will help both the brands to streamline and achieve a *strategic fit* – Explain?
- 3) Explain how this takeover is going to help Wipro in your view?

{Refer Chapters 1,2,3,5 & 6}

## Question.2

[15 Marks]

While studying and understanding the supply chain process of 2-Wheeler manufactures; the goal was to identify the supply side gaps created by the current offerings in the industry and the customer demands. Stakeholders in this supply chain are logistics partners, original equipment manufacturers and vendor tie-ups. The first step was to define and estimate the market size of the two-wheeler industry, followed by key player benchmarking and financial analysis and analyzing

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# **PGDL & SCM - 2years**

**(Semester 4)**

**Assignments for July-Dec2023 Session**

(course code : CSM/PSM)

**PAPER - 18**

**Advanced SCM & L ....continued pg 2**

corporate structures and vendor tie-ups. Re-examining Distribution network design as well as Warehouse locations to ensure better response times to satisfy customer requirements and lower total product cost by optimising on costs related to primary distribution, secondary distributions and warehousing operations.

Questions:

- 1) In your opinion, what issues affect the supply chain of 2-wheeler manufacturers?
- 2) Will a *Hybrid Distribution Network* is ideal in the above case – Explain?
- 3) What are the key factors if *supplier integration* is planned in the above case?
- 4) For optimising the costs, will the effective use of CPFR techniques help – Examine?
- 5) A *Supply Chain Restructuring* is required in the above case – state your opinion with facts?

{Refer Chapters 7,8,10 & 11}

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# PGDL & SCM - 2years

(Semester 4)

**Assignments for July-Dec2023 Session**

(course code : CSM/PSM)

**PAPER - 19**

**Emerging Trends in SCM & Logistics**

**TOTAL MARKS 30**

**[15 Marks]**

## Question.1

BPO in India first began to take shape in the late 1980s. However, it wasn't until a few years later, in the wake of the country's economic liberalization plan, that IT and BPO services in India began to accelerate rapidly. Since then, India has become a powerhouse in the offshore ITES and BPO industry. Pramod Bhasin, the India head of G.E. hired Raman Roy and several of his management colleagues from American Express to start an enterprise called GECIS (GE Capital International Services), which was the first BPO in India. In India, Business Process Outsourcing (BPO) is the fastest growing segment of the ITES (Information Technology Enabled Services) industry. Factors such as economy of scale, business risk mitigation, cost advantage, utilization improvement and superior competency have all lead to the growth of the Indian BPO industry. Multinational companies continue to opt for call centre outsourcing when it comes to their various business functions to BPO companies in India, thanks to the South Asian country's expansive and growing pool of English-speaking information technology (IT) professionals and investor-friendly tax structure, among other factors. In other words, the BPO industry in India shows no signs of slowing down. The skilled laborers in India are scalable and flexible.

Another subset of BPO emerged known as KPO which is Knowledge Processing Outsourcing. While BPO primarily focuses on reducing costs and KPO focuses on providing knowledge-based services, such as data analytics and information technology to support core business functions. One of the most important benefits of BPO and KPO outsourcing is that it helps to lower the workload of Outsourcing organisations. Experts predict that the increasing global need for IT services will fuel the growth of BPO industry in India for the next three years and beyond. The KPO industry in India is one of the most sought-after in the whole world. As its name suggests, business process outsourcing is when businesses delegate their in-house digital processes to third-party providers. Overseas businesses choose an Indian BPO service provider over competitors, countries due to the following advantages :- Highly Skilled Workforce, Lower Operating Costs and Large Amount of English-speaking Manpower.

These factors contributed to its recent growth. By 2021, Indian companies were already responsible for 56 percent of the global business process outsourcing workload, with nearly three-fifths of revenue collected from call centre outsourcing and the remaining from data entry and other IT-related services. During the same period, India business process outsourcing was selected by U.S.-based companies as their preferred source of BPO services.

*Promising Growth of BPO Sector in India:* Market analysts predict the stellar financial numbers of the India business process outsourcing industry to continue rising in the coming years. The post-pandemic value of the growth in India is expected to reach \$8.8 billion by 2025 at a compound annual growth rate (CAGR) of 5.8 percent owing to simplified work-from-home requirements and other recently liberalised guidelines. In the near future, it is expected to receive increased volume and demand for old digital services and emerging work such as software-as-a-service (SaaS) and network security in support of growing technology-focused businesses and expanding data usage across the world.

Questions:

(1) Why the World Prefers India as a Business Process Outsourcing hub?

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# PGDL & SCM - 2years

(Semester 4)

*Assignments for July-Dec2023 Session*

(course code : CSM/ PSM)

**PAPER - 19**

## **Emerging Trends in SCM & Logistics ...contd page 2**

- (2) What characteristics make India the leading figure in today's expanding BPO world ?
- (3) Explain in detail the distinction between a BPO and a KPO?
- (4) What are the BPO and KPO business models with examples of Indian Companies?
- (5) Does the future growth of Indian industrial sector depend on Digital Economy-Explain its characteristics?

{ Refer Chapters 1, 2, 3&5}

### **Question.2**

**[15 Marks]**

- (1) Explain the structure and advantages of Network Marketing, considering the business models *Amway* and *Tupperware*?
- (2) What is meant by Cyber Physical System(CPS)? Explain *autonomous cyber-physical systems* and *closed-loop human machine systems*?
- (3) What do you understand by *Artificial Intelligence* and *Autonomous Intelligence* – Explain with examples?
- (4) Explain *Cash-to-cash conversion*, *Dwell time minimization* and *Cash Spin* with examples?
- (5) 'Information Technology plays an important role in managing Supply Chain and Logistics' – Explain with the critical applications used?

{ Refer Chapters 6, 7, 8,9,10&12.}

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Roll.No.  Course

Name

Assignments for  Semester   
(Month of Exam)

Paper No.  Subject:

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For office use only :

Marks Allotted \_\_\_\_\_

(Maximum marks 30 Minimum Marks 15)

Name of Evaluator

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