

## 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 Jan- June 2024 Session

(course code CSM/ PSM)

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

1. Write your Name, Roll. No. on the answer sheet along with Session i.e. Jan- June 2024

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 30<sup>th</sup> April 2024 by email in PDF format to iimmassignments@gmail.com. It must not be shared through Google drive. If the file size is big send separate mails.

(Semester - 2)

Assignments for Jan- June 2024Session

(course code : CSM/PSM)

# Paper - 6 Business Law

**TOTAL MARKS 30** 

Question No.1 Marks 15

#### Explain in details the following topics:

- (a) Types of Contract & Essentials of a valid contract,
- (b) Features of contract of sale of goods; Sale and Agreement to sell
- (c) Types of Negotiable Instruments.

(Students should go through the chapters 2, 4,6 before answering the guestions)

#### Question No 2 [Case Study]

Marks 15

Go through the Case Study carefully and answer the questions below:

Mr. Anand Dixit was the President of Shiva Cements Ltd., which was incorporated in 1991. The registered office of organization was at Kanpur. Till 1996, the organization was the largest seller of Cement in India. In the same year, Mr. Dixit decided to enter the paint industry under the brand name of Shiva 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.Rajiv Panday was the Finance Manager of the organization. Mr Panday prepared a capital structure for the new investment project and explained to Mr Dixit.

According to the capital structure, 40% of the capital was from issuing debentures, 30% of the capital was from terms loans, 20% of the capital was from public deposits and 10% of capital was from retained earnings of the parent organization. Mr Panday 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 1999 by the team effort of Shiva Paints and Shiva Cements. The new product got a good start in the market. After the end of two financial years Shiva Paints found that it is going to loss.

There were several reasons for the loss, such as the paint market was filled with MNCs that were selling low-price paints with better quality and other organizations were strongly advertising their products. Initially, Shiva Paints was making a moderate profit, which went in paying interests of loans and meeting other expenses. In 2002, public deposits matured and Shiva Paints paid their liability out of the profit made by Shiva Cements.

#### **QUESTIONS:**

- Examine the main issues confronted by Shiva Paints?
- 2. Do you think Mr. Panday was right explain?
- 3. Do you think, there could be better/alternate capital structure?

(Students should go through the chapter 9 before answering this questions)

Note: Assignments must reach IIMM NHQ Education Wing by 30th April, 2024 by email in PDF format to

(Semester- 2)

Assignments for Jan- June 2024Session

(course code : CSM/PSM)

## Paper - 7 International Trade

**TOTAL MARKS 30** 

**Question No 1** 

Marks (3 X 5 = 15)

Students should go through the chapters 4, 5 and 6 before answering the questions below

Mr. Peter is very keen on expanding his business abroad since he expects the demand in the foreign markets to pick up for his products that were being exported so long. Being new markets, he wants to ensure that all the issues / methods that have to be taken care in marketing are followed to ensure success. He has understood the importance of financial management especially all the activities related to international finances and would like to understand its scope. The legal system that is generally followed is based on the recommendations of UNCITRAL across many countries. He is keen on understanding this procedure that is followed by UNCITRAL.

- 1. What are the cultural issues generally faced in the process of international marketing?
- 2. What are the Features as understood by you about international financial management. What are the advantages?
- 3. Explain the techniques followed by UNCITRAL in the process of adoption of internal trade laws.

**Question No 2** 

Marks (3 X 5 = 15)

Students should go through the chapter 11and 12 before answering the questions below

Mr. Peter's plans for expansion is based out of two strategies. One is based on the quality of his product and he has made all preparations to ensure the quality is excellent in order to penetrate and sustain overseas competition. The other strategy focused by Mr. Peter is based on price and market penetration. He has decided to use the services of organization that help exporters which, he feels will be helpful in identifying emerging markets and customers. In addition to managing his operations effectively, Mr. Peter has to identify options and method to reduce the cost of his inputs without sacrificing the quality of the inputs. Some of the important inputs that are used in the manufacturing processes are imported and all methods available must be exploited in order to reduce the cost of inputs. Mr. Peter has plans to sustain and grow in the international market. This requires a good analysis and preparation of strategies to reach out to a wide section of the international market and he has identified e-marketing as the best method.

#### Questions:

- What are the objectives of organizations that help exporters and what are its activities?
- 2. What are the options available to Mr. Peter for reducing the cost of inputs. Explain some of the methods. In your opinion what is the best option available to Mr. Peter.
- 3. Explain e-marketing and identify and explain the steps in a typical B2C e-market.

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(Semester - 2)

Assignments for Jan- June 2024Session

(course code : CSM/ PSM)

## Paper - 8

## **Management Information System**

**TOTAL MARKS 30** 

Question No.1 Marks 15

Answer the following

A Furniture shop sells furniture to customers on credit. The credit terms request the customers to make a deposit of 25%. The balance after the total deposit is paid in monthly installments over 24 months without interest.

The shop customers & furniture credit values are:

Name	Furniture Value (in Rs)	Deposit	Balance	Monthly Installment
Ankit	85000			
Sona	55000			
Roza	90000			
Krina	63700			
Rupa	95700			
Sahil	65800			
Mridul	95900			

1. Do as directed (Refer Chapter 3)

- [5]
- a. Design a spreadsheet of the data above and save it as Furniture
- b. Make all titles bold and shade the cell background for titles in light grey color
- c. Use formulae to calculate values for deposit, balance and monthly instalments
- d. Sort the sheet in alphabetical order of names
- e. Insert borders on all entries and save the sheet as Furniture2
- 2. Do as directed

[10]

- a. On a new sheet, create a fully labelled
  - i. Column graph
  - ii. Bar Graph
  - iii. Pie Chart
- b. Show formulas used for deposit, balance and monthly installments in a new sheet and save it as Formulas

#### Question No 2 [Case Study]

Marks 15

Zenith Drugs Ltd wants to launch an entirely new drug in the market for treating attention deficit disorder in teenagers. But before that, the company wants to find out what the attitude of teenagers and their parents is toward this disorder and its treatment. The company has thus started consulting some well known physicians and specialists working in this field.

#### **Case Questions**

- 1. Explain different methods of knowledge acquisition in order to launch the new drug in the market. Do you think that the company is using the correct method for gathering the required information. Justify your answer (Hint: refer Chapters 7, 8 and 9) [10]
- 2. Can you explain the role of artificial Intelligence (AI) in predicting volume of new drug to be manufactured. Justify your answer. (Refer Chapter 9)

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(Semester - 2)

Assignments for Jan- June 2024Session

(course code : CSM/ PSM)

## Paper - 9 Strategic Management

**TOTAL MARKS 30** 

Question No 1 Marks (3 X 5 = 15)

Corporate values are an integral part of an organization's identity and they summarize the purpose of their existence. Strategic Management requires an efficient allocation of an organization's valuable and scarce resources. In addition, it manages the external forces that influence the organizational environment. In this context, answer the following questions:

- a) What are corporate values? List at least ten corporate values.
- b) Briefly discuss the role and applications of strategic management in different departments of an organization.
- c) Briefly discuss the components of strategic management.

(Read Chapters 1&2)

Question No 2 Marks (5 X 3 = 15)

Speed Technologies is an Indian Company with three major divisions – 1. Notebooks 2. Desktops 3. Accessories. Its total revenue for the last year approximated Rs. 1130 crores and its net operating income was Rs. 53 crores.

The operational structure of the company is considered to be quite formal. Each division operates as an independent unit and is responsible for its own activities with only modest direction from the corporate office. It also has offices located in Nepal and Sri Lanka. These offices function as liaison offices for local importers. The monthly requisitions from the importers are directly dispatched by the corporate office. The sale of the company from these two countries is marginal and their market share is also low. However, there is huge potential.

Considering this, the company intends to expand its network in both the countries with little control from the head office. It intends to increase the workforce and set up local assembling units.

- a) Is the present structure of Speed Technologies functional or divisional? Discuss
- b) What kind of structure will you suggest in Nepal and Sri Lanka?
- c) What steps will you suggest for increasing the sales revenue and operating income from these two countries? (Read chapter 9)

(Semester - 2)

Assignments for Jan- June 2024Session

(course code : CSM/PSM)

# Paper - 10 Operations Management

**TOTAL MARKS 30** 

Question No.1 Marks 15

- Q1 a) Explain the Service Process Matrix
  - b) Compare and Contrast Process Layout with Product layout design
  - c) What do you mean by "scheduling"? Explain machine scheduling

(Read chapters 1 to 6)

Question No.2 Marks 15

Q 2.Indiana Strip Steel & Consulting (Chicago, USA) is planning to open a steel mill in a different country. The partner, Mr Anthony TRaicoff is considering seven factors in his choice of location. The factors, factor weights and factor scores (on a scale of 10) are as given below –

Factor	Weight	India	Singapore	Thailand
Social & cultural factors	1	6	7	5
Ability to converse in English	2	7	8	4
Political legal issues	1	6	7	5
Worker availability & cost	3	9	8	7
Communication infrastructure	2	6	9	7
Population demographics	1	9	7	9

- a) Which country should Mr Anthony select?
- a) Tony's partner in USA suggests that they should explore Bangladesh too since it is a promising country. It's factor scores are 6,6,5,8,3,6 respectively. Will Tony select Bangladesh?

(Read chapters 7 to 12)

(Semester 3)

Assignments for Jan- June 2024Session
(course code: CSM/PSM)
PAPER - 11
Purchase Management

**TOTAL MARKS 30** 

Question No.1 Marks 15

- a) Explain Supply Chain Ethics" with examples
- b) What is Negotiation? Explain the process
- c) What is a Purchase Order? Compare and contrast the various types of purchase orders

(Read chapters 7, 9)

Question No.2 Marks 15

Q2 Indiana Electricals had a problem – their distributors often reported that circuit breakers received by them had cracks, hence would return them back. Indiana did a thorough investigation and found out that the insulator used was made of porcelain, leaded and extremely heavy. The obvious solution was to improve the packing and provide cushions during transportation.

But this would only increase the cost of the product or eat into their profits. So the company decided to a value analysis. The result – the new insulator was molded from polyester, was lighter and virtually indestructible. Cost reduced from Rs 456/- a piece to RS 325/-

- a) Explain the value Analysis process in detail
- b) What benefits does value analysis give to an organization
- c) Do you think price and value the same? Explain your answer with examples

(Read Chapter 8)

(Semester 3)

Assignments for Jan- June 2024Session (course code: CSM/PSM)
PAPER - 12
Inventory Management

**TOTAL MARKS 30** 

Question No.1 Marks 15

Q1 Calculate the Inventory carrying cost and ordering cost for a company, whose accounts reveal the following –

- a) No. of Purchase orders issued 2800
- b) Average inventory value RS 60,38,240/-
- c) Cost of Purchase Dept personnel Rs 3,89,200/-
- d) Cost of Receipt& Inspection Dept personnel RS 79,900/-
- e) Communication & Overheads of Purchase Dept RS 4,22,000/-
- f) Travelling & follow up expenses RS 387,289/-
- g) Cost of Stores personnel & stores overhead RS 489205/-
- h) Taxes & insurance on inventory 0.5%
- i) Interest rate 20%
- i) Cost of bill payment RS 10000/-
- k) Cost of material handling at warehouse Rs 40000/-
- l) Obsolescence & pilferage RS 25756/-
- i) Calculate the inventory carrying cost as a % of inventory
- ii) Calculate the ordering cost per order
- iii) What is the meaning of economic order quantity? What is the strength and limitation of EOQ concept

(Read chapter 6)

Question No.2 Marks 15

- I) What is MRP? Explain the prerequisites of an MRP system
- ii) What is WIP? Can it be eliminated totally? Explain some methods to control WIP
- iii) Explain the FIFO and LIFO methods of valuation. Which method would you use in times of falling prices?

(Read chapters 8,9,14)

(Semester 3)

Assignments for Jan- June 2024Session
(course code: CSM/PSM)
PAPER - 13
Supply Chain Management

**TOTAL MARKS 30** 

#### Question No.1 Marks 15

Gene Richter, the decorated Chief Procurement Officer at IBM between 1994 to 2000, is credited with the following –

- 1. The Procurement rule book covering 100 pages of "rules" was reduced to 12 pages
- 2. Supplier contracts were reduced from 40+ pages to 6 pages
- 3. Move toe-procurement reduced the Purchase order cycle time from 30 days to 2 days
- 4. Customer satisfaction moved from 40% to 80%
- 5. The procurement function at IBM received the Chairman's award for leadership in e-procurement and starting the e-business concept

6.

- a) How does digital technology help a supply chain?
- b) Write a note on e-Commerce vis-à-vis supply chain
- c) Why do good organisations use CRM in supply chain management?

(Read chapter 10,11& 12)

Question No.2 Marks 15

- a) What are some common reasons for product returns?
- b) "Pricing directly affects the revenue generation". Do you agree? What would be your consideration for assessing prices for perishable goods and goos with seasonal demand?
- c) How would you balance a supply chain

(Read chapter 7,8 &9)

(Semester 3)

Assignments for Jan- June 2024Session
(course code: CSM/ PSM)
PAPER - 14
Logistics & Warehousing Management

**TOTAL MARKS 30** 

Question 1 [15 Marks]

- (a) Explain in detail the concept of *Transportation* and its different *Modes* with examples?
- (b) Why *Containerisation* became a necessity in Transportation? Explain different types of Containers and indicate for which type of cargo each one is used?
- (c) Explain in detail the role of Container Corporation of India (CONCOR) for uplifting the Logistics?
- (d) What are General Purpose and Special Purpose Containers? Explain with examples?
- (e) Explain the different *Documents* used om Transportation?

[Read Chapters 3, 4& 5]

Question 2 [15 Marks]

- (a) What do you understand by Warehousing Operations? Explain each functions in detail?
- (b) Explain the factors to be considered while choosing a Warehouse Location?
- (c) Explain in detail Economic and Operational Benefits of warehousing?
- (d) What is *Order Picking Process*? Explain in detail *Manual and Automated picking methods* with examples?
- (e) Explain how E-Fulfillment work and its effect on improving warehousing efficiency?

[Read Chapters 7, 8& 10]

(Semester 3)

Assignments for Jan- June 2024Session (course code: CSM/PSM) PAPER - 15 Packaging & Distribution Management

**TOTAL MARKS 30** 

Students should go through the chapter 1, 3 and 5 before answering the questions below

Question No 1 Marks(3 x 5 = 15)

M/s Southern industries are manufacturers of consumer goods. They have identified an export market for one of their products. Their customer has insisted on proper packing in order to facilitate its further transportation. This export order has been won against stiff competition. The export order further stipulates the use of eco-friendly materials in manufacturing and packaging. Being an export product, it is essential that the packaging speaks out for the brand and promotes the brand in the foreign market.

- 1. What are the functions of packaging? What are the levels of packaging? Explain the significance of each of these levels.
- 2. What do you understand by eco-friendly packaging? What is the procedure that must be followed for achieving eco-friendly packaging?
- 3. What do you understand by utility packing? Explain the difference between utility packing and branded packing?

Students should go through the chapter 6, before answering the questions below

Question No 2 Marks (3 x 5 = 15)

M/s Southern industries have understood the marketing edge that can be generated with the use of green packaging. Green packaging has been introduced in all the aspects of packaging. The product has to be distributed to the ultimate consumer through a proper distribution network. The efficiency and performance of the physical distribution channels has to be monitored continuously. In the case of consumer goods this is all the more important for ensuring ultimate customer satisfaction.

- 1. What is the concept of green packaging and what are the types? What are the important principles of green packaging.
- 2. What are factors that are part of the physical distribution network and explain the need for a good and proper physical distribution system to achieve good customer satisfaction?
- 3. What are the measures that are used for the performance monitoring of the distribution channels?

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(Semester 4)

Assignments for Jan- June 2024Session
(course code: CSM/ PSM)
PAPER - 16
Entrepreneurship

**TOTAL MARKS 30** 

#### Question.1

[15 Marks]

Entrepreneurs are the backbone of any economy. It is the responsibility of every nation to ensure economic development to improve standard of living of the people and eliminate poverty by generating employment opportunities.

Questions:

- 1. Explain 5 steps of an entrepreneurial process and explain each step.
- 2. Describe Internal and external motivating factors for an entrepreneur.
- 3. Explain sources of financing new enterprise and medium-term financing

Read Chapter 1 to 7

Question 2

[15 Marks]

#### Case study

India is the 2<sup>nd</sup> most populous country in the world and has 70% of its population is in Villages. Though the world is advancing towards urbanization, the resources are not increasing uniformly. The economic gap between the urban and rural sectors is increasing exponentially. Success of the new economic trends such as micro finance and increase in number of companies the rural sectors suggest that there exists a large number of untapped market at the bottom of economic pyramid. In the current scenario, rural markets and self help groups have gained never before significance.

Garind is a rural isolated village near Pilani in Rajasthan. Many small scale entrepreneurs tried different models of business and failed. Divya with great passion and determination decided to make a difference. Centre for Entrepreneurial Leadership (CEL) started a new division called Rural Entrepreneurship Division (RED) aimed at encouraging rural entrepreneurship so as to empower rural population both socially and economically.

Divya formed a 21-member team to start with. They wanted to start and environmentally friendly products and team decided to make paper bags. Self-help group created in Garinda with 21 women successfully completed the pilot batch. They started selling paper bags in the supermarket and started earning Rs. 600'- on average. New products ideas of vermi compost and Oyster mushroom tried.

Entrepreneurship is a way for social development. The team approached the authority to grant permission to allow the project activity and authorities were skeptical about any venture in that village.

The advantage of the location.

Isolation\_ small village, no external influence, Size; a high degree of control, Infrastructure-started using the vocational center facility, Divyas familiarity with the village. These actors helped them and they took microfinance for the fulfilling the money requirement. In one and half years the project become successful.

- 1. What is the importance of micro finance for the small project villages?
- 2. What is the relevance of CRL and RED
- 3. What were the facilitating factor in the village for the success of the project?
- 4. What are the learning from this case?

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# PGDL & SCM - 2years (Semester 4)

Assignments for Jan- June 2024Session (course code: CSM/ PSM)
PAPER - 17

Research Methodology

TOTAL MARKS 30 [15 Marks]

#### Question.1

- Q. 1 Depending on the nature of the research problem being addressed, different organizations use different research approaches. A research problem is a statement about an area of concern that needs investigation and improvement. In this context, answer the following questions:
  - a) What do you understand by research approach? Briefly explain the different types of research approaches that organizations follow.
  - b) What are the conditions and components of a research problem?
  - c) Explain the problems encountered by a researcher and the need to adhere to ethics in a research.

(Read chapters 1 and 2).

Question 2 [15 Marks]

Q. 2 An FMCG Company is currently having a good business for its products. The company is considering to expand its business and increase its market share. As part of its promotional campaign the company is considering to increase the advertisement spend but before committing funds for the advertisement, the company would like to study its effect on sales. It has collected the past data on advertising expenditure (in Rs '000) and corresponding sales figures (in Rs '000) as shown in the following table:

Advertising	3	7	4	2	1	4	1	2
Expenditure								
Sales	11	16	9	4	7	6	3	8

- a) Determine with the help of correlation analysis, whether there is any relationship between the advertisement spend and the sales figures and compute the coefficient of correlation.
- b) What do you understand by the term "correlation analysis"? Explain the different tools available to study the correlation pattern between variables.
- c) How will you interpret the results of correlation analysis from the value of the coefficient of correlation?

(Read chapter 8)

(Semester 4)

Assignments for Jan- June 2024Session
(course code: CSM/PSM)
PAPER - 18
Advanced SCM & L

**TOTAL MARKS 30** 

Question.1 [15 Marks]

1) What are the *Decision Phases* that make a Supply Chain *efficient*? Explain in detail the three major *Enablers* of Supply Chain Performance?

- 2) Explain in detail *Qualitative and Quantitative Forecasting methods* of Demand in a Supply Chain?
- 3) What are the different *Transportation Decisions* and its benefits?
- 4) What do you understand by *Retail-Supplier Partnerships*? Also explain *advantages and disadvantages* of these partnerships?
- 5) Explain the *Distribution Strategies*: Direct-Indirect, Centralised-Decentralised, Central-Local facilities, Push-Pull and Cross Docking with examples?

{Refer Chapters 2,3,4,5 &6}

Question.2 [15 Marks]

- 1) Explain different Network Designs in a Distribution System of a Supply Chain with examples?
- 2) What do you understand by *Supplier Integration* into new product development Explain with an example?
- 3) What are the three major types of *Inventory Related Costs*? Explain how *Optimum Level of Product Availability* be maintained in a Supply Chain?
- 4) Explain the *model* used by organisations to successfully integrate inbound and outbound networks?
- 5) How Supply Chain Responsiveness can be increased?

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

(Semester 4)

Assignments for Jan- June 2024Session
(course code: CSM/PSM)
PAPER - 19
Emerging Trends in SCM & Logistics

**TOTAL MARKS 30** 

Question.1 [15 Marks]

- (1) Explain the concept of *Industry 4.0* clearly explaining each industrial revolutions and the changes it brought?
- (2) What are the key pillars of Industry 4.0?
- (3) What is the concept of Aggregator Business Model and their types with examples?
- (4) What is the advantage of *Business Intelligence Metrics*? Explain the various BI metrics in detail?
- (5) Explain the growth of E- commerce and M-commerce in India? What is the difference between E and M commerce?

{ Refer Chapters 3,4,5 &7}

Question.2 [15 Marks]

- (1) Explain Enterprise Resources Planning (ERP) in detail with examples? [3 Marks]
- (2) Briefly explain the following:-
  - (a) Integrated Logistics System. [2 Marks]
  - (b) Challenges to Logistics Integration. [2 Marks]
  - (c) Logistics Contracts. [2 Marks]
- (3) Explain what you understand by *Multi Channel Routes to Markets* and *Transformational Retail Landscape* with examples? [3 Marks]
- (4) What do you understand by *Comprehensive Information System Integration*? Cite any example you have come across? [3 Marks]

{ Refer Chapters 10,11&12.}



#### INDIAN INSTITUTE OF MATERIALS MANAGEMENT

ASSIGNMENT ANSWERSHEET strikeout whichever is not applicable \*CMM /PMM/CSM/PSM/20 Roll.No Course Name June 2024 **Assignments for** semester(2,3,4) Semester (Month of Exam) Subject: Paper No. For office use only: Marks Allotted \_\_ (Maximum marks 30 Minimum Marks 15)

Name of Evaluator

Signature of Evaluator

#### Note:

- 1. This cover page must be attached to each assignment answer sheet
- 2. Each page of assignment must bear the roll number, name and sign of the student, without which assignments will be rejected

#### Signature of student

Note: Assignments must reach IIMM NHQ Education Wing by 30th April, 2024 by email in PDF format to



#### INDIAN INSTITUTE OF MATERIALS MANAGEMENT

strikeout whichever is not applicable

#### **ASSIGNMENT ANSWERSHEET**

Roll.No.	*CMM /PMM/CSM/PSM/20	/	/	Course	
Name					
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Signature of student

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