



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 2023 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. **Jan-June 2023**

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% weight age** 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 reach IIMM NHQ Education Wing by 30th April 2023 by email in PDF format to education@iimm.org. It must not be shared through Google drive. If the file size is big send separate mails.

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years

(Semester- 1)
Assignments for Jan-June 2023 Session
(course code : PSM/CSM)

Paper - 1
Management Principles & HRM

TOTAL MARKS 30

Q. 1.

Arjun, a MBA guy joined as Management Trainee at Mumbai based a growing start-up health care company. He was in supply chain department. It was Covid Pandemic time. The atmosphere was full of tension and problems, uncertainty of supplies, delay in transportation and pressure of meeting customer deadlines. He worked hard and also helped his colleagues. His reporting manager described him as a very loyal and compassionate. He enjoys learning new things and is fond of reading. He was able to maintain good relationship with his colleagues. However, Donga his senior colleague was never happy with him and was criticising always and creating hurdles. Donga feared all credit will be taken by Arjun and he will miss opportunity of promotion.

- a) Do you feel Trait Theory help in understanding individual's personality?
- b) Is there relationship between attitude, personality and behaviour?
- c) How you will explained behaviour of Arjun and Donga? What can be done to ensure smooth working in the company?

(Refer Chapter 3)

Q. 2

Sudarshan, 45 years old has been working with the company for last 15 years. He is honest and very hard working, never criticised the management. Always given priority for the company's work. Now the company management has hired a consultant for fast development of the company. The Consultant advised the Management to remove old guys and recruit techno savvy, multi skilled MBAs. The Management has accepted the report. Sudarshan is informed by HR Department to accept 3 months salary and leave the company. Sudarshan is searching for job. He is applying but not receiving response. He is told age is the problem.

Popatlal is smart young guy changes job after 1 or 2 years. He has been able to get quick jump. He feels working in one company for long time, does not reward you. So he looks for better opportunity and leaves the company.

Questions:

- a) What is your opinion about Sudarshan case?
- b) Do you agree with Popatlal's approach ?
- c) What are your views about Career Planning? How it should be done? Have you planned your career? How?

(Read chapter 10)

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years
(Semester- 1)
Assignments for Jan-June 2023 Session
(course code : CSM , PSM)
Paper - 2
Business Communication

TOTAL MARKS 30

Q. 1.

Chairman of the company wants to communicate to the employees of the organization on the company's performance for the year 2022-23

1. Principles of effective writing of business letters
2. Explain the process of Reading and how to enhance the reading ability
3. Explain the importance of press release and press conference
(Ref Chapter 1 to 5 and 9))

Q. 2 Case Study

THE INSTRUCTION MANUAL SCARED THE CUSTOMERS AWAY

Saga Software, one of the first to enter office automation, had built a reputation for designing high quality and user friendly database and accounting programmes for business and industry. When they decided to enter the word processing market, their engineers designed an effective, versatile and powerful program that Saga software felt sure would outperform any competitor

To be sure tht their new word processing progam was accurately documented, Saga software asked their senior program designer to supervise writing the instruction manual. The result was a thorough accurate and precise description of every detail of program operation

When Saga Software began marketing its new word processor, cries for help flooded in from office workers who were so confused by massive manual that they could not even find out how to get started. Then several business journals reviewed the program and judged it "too complicated" and "difficult to leran". Aafter the impressive start, sales of the new word processing programme plummeted.

Saga software eventually put out a new clearly written training guide that led new users step by step through introductory exercises and told them how to find commands quickly. Bu the rewrite costs Saga software financial loss and a years lag in the marker and its reputation for producing easy to use business software

Questions:

1. Briefly explain the mistake done by the company in promoting its new product
2. What is the corrective action introduced by the company
3. Elaborate the steps involved in preparing a Instruction Manual
4. Impact on company's revenue and reputation
- 5.in your opinion how and who should prepare an instruction Manual

(Ref : Chapter 7& 8

Five Ws and one HOW - Informative report)

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years
(Semester- 1)
Assignments for Jan-June 2023 Session
(course code : PSM /CSM)
Paper - 3
Business Economics & Accounting

TOTAL MARKS 30

Q1. Prepare Trading and Profit & Loss A/c for the year ending 31st March 2022 and the Balance Sheet from the data from the following Trial Balance: **Marks 15**

Particulars	Debit (Rs)	Credit (Rs)
Opening Stock	12,000	
Purchases	4,30,000	
Sales		6,20,000
Sales return	7,000	
Wages	22,000	
Carriage inward	5,000	
Rent	40,000	
Salaries	15,000	
Postage	3,000	
Commission received		4,000
Plant and Machinery	7,40,000	
Furniture	40,000	
Sundry Debtors	1,00,000	
Sundry Creditors		74,000
Bad debts	2,000	
Capital		6,96,000
Loan		40,000
Cash in hand	6,000	
Cash at Bank	12,000	
Total	14,34,000	14,34,000

Adjustments: (i) Closing Stock is Rs 38,000
(ii) Provide for depreciation @ 5% on Plant and Machinery and @ 10% on Furniture.

Q2

Marks 15

- (a) Explain the basic concepts and conventions of accounting generally applied for financial transactions in accounting for a business entity.
- (b) Define demand. What are the factors which affect demand for a commodity by a consumer.

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years
(Semester- 1)
Assignments for Jan-June 2023 Session
(course code : PSM /CSM)
Paper - 4
Business Environment

TOTAL MARKS 30

Students should go through the chapter 1, 4 and 6 before answering the questions below

Mr. Roberts is a young graduate who has plans to establish a start-up company. Mr. Roberts plans to start this company abroad where he feels the environment is conducive.

Question No 1

Marks 15

1. What are the business environment analysis that must be carried out by Mr. Roberts before initiating the start-up company? Write briefly on all of the factors.
2. Mr. Roberts used the Porter's diamond model to understand the competitive position in the country where he plans to set up his start-up company. Explain the model with a diagram.
3. The country identified by Mr. Roberts to set up his company has a mixed economy. What are the features of a mixed economy?

Students should go through the chapter 8, 10 and 11 before answering the questions below

The company is being set-up abroad where the social setup and culture are different and it is bound to have an impact in the operations of the company. Mr. Roberts is aware that the company will be part of the global economy and expects to reap the benefits of globalization. Mr. Roberts believes in inclusive growth for the company. Mr. Roberts believes in ethics as he understands the advantages of being ethical in business.

Question No 2

Marks 15

1. What is going to be the impact of the society and the culture that is prevailing in the country on the operations of the company?
2. What is globalization? What are the advantages expected by Mr. Roberts due to the effects of globalization?
3. State some of the general ethics followed in business and the advantages that accrue due to carrying out the business ethically.

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years
(Semester- 1)
Assignments for Jan-June 2023 Session
(course code : *PSM /CSM*)
Paper - 5
Business Ethics & CSR

TOTAL MARKS 30

Q.1

It is important for every business to be fair and beneficial to the society. Therefore business organizations need to adhere to ethics and rule of law

Qn. 1. Importance of ethics in business and principle and practices in Business 1.3.1

Qn. 2. Explain objectives of corporate Governance and evolution of Corporate governance? 7.2

Qn. 3. Discuss the Role of United Nations (UN) in sustainable development 11.3

Q.2. Case study

CSR refers to a sustainable business model where the company is accountable and responsible towards the social, cultural, environmental and economic aspects of the company

Havels India started in 1971 and became a superior electrical goods manufacturing plant in India. The motto of the company is to manufacture premium quality electrical goods in India and selling it globally.

In 2004, Havels researched to find out the logic behind unavailability of sufficient human resource for its Alwar plant. It encountered the problem of poverty, malnutrition and literacy in the region. The study showed that the children work in the farms instead of going to school, to earn living. It was a challenging task for the families of Rajasthan to get sufficient meals twice a day which affected the child population.

They introduced a CSR programme named "ZERO HUNGER" to deal the situation. The company joined hands with the government and initiated a mid day meal program

Food is prepared in the state of the art kitchen spread over 4 acres and made sure that the quality is maintained starting from inputs to the final meal. Company served initially 1500 students of 5 schools and later number increased to 60,000 children studying in 693 schools.

Mid day meal program brought a significant improvement in the conditions of the people in Alwar. It improved the overall health of the children and thus transformed their lives by directing them towards a better future

Higher enrolment rate in schools, developed academic interest and improved concentration, better academic performance, Reduced dropout rate in schools, enhanced nutritional intake and decreased teachers burden are some the benefits of this program

Company introduced another programme to take care of water, health and Hygiene

Being responsible for water conservation, Company became water positive, conducted tree plantation.

CSR projects helped the company to Improve Brand Equity

Questions:

1. Corporate Social responsibility refers to.....
2. Why Havels selected Mid day meal program as a CSR project
3. How they implemented the plan
4. what are the Benefits to the students
5. Explain the benefit accrued to the company

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years
(Semester - 2)
Assignments for Jan-June 2023 Session
(course code : CSM/PSM)

Paper - 6
Business Law

TOTAL MARKS 30

Question No 1

Marks 15

(Reference Chapter No.2, 3 & 4)

- (a) You are a Trader in sheeps buying-selling. You purchased a sheep from a shepherd in a nearby village and left/mixed the same with your flock of sheeps. Next day all your sheeps died as the sheep you got from the other village, was suffering from a serious contagious disease that spread the illness in your flock and your sheeps died. The Seller of the Sheep in other village knew at the time he sold his sheep, it was ill with that disease.

How can you take action against the Seller of the Sheep?

- (b) You lost/forgot your golden Ring in your office. A Worker in your office found the same and did not disclose to anyone. After a few months, the fact came to the light but the founder had sold the ring to someone outside by that time.

What action you - as an owner of the ring – can take against the Worker?

- (c) A firm in Baddi (HP) dispatched a Wooden Carton containing valuable medicines through Indian Railways from Chandigarh to Chennai. The Railway Receipt (RR) was issued in the name of "Self". The firm endorsed the RR in favor of a Bank in consideration of a loan of Rs.25000/- and executed a Promissory Note in its favor. The carton was lost by the Railways in transit for which the bank filed a suit against the Railways for the recovery of loss

Does the endorsement of RR in favor of the bank constitute a valid Pledge entitling it to file the suit in the face of the given facts?

Question No 2

Marks 15

(Reference Chapter No. 10)

You are holding the position of a Company Secretary in ABC Company Limited, Navi Mumbai. At the close of the FY 2021-22, you have to call the Annual General Meeting of the Company. What are the statutory compliances you need to take care with respect to the following:

- (a) Prerequisites of Meeting?
- (b) Declaration and payment of dividend?
- (c) Audit & Balance-sheet of the Company?

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years
(Semester- 2)
Assignments for Jan-June 2023 Session
(course code : CSM/PSM)
Paper - 7
International Trade

TOTAL MARKS 30

M/s UVW needs answer to the following situations in order to foray into the international market

Students should go through the chapter 3, 4 and 6 before answering the questions below

Question No 1

Marks 15

1. The factors that affect the company activities directly need to be analysed and understood. What are these factors? Explain how they affect M/s UVW's activities.
2. M/s UVW have understood the importance of international marketing. What is its scope and what will be the benefit for M/s UVW due to this.
3. Explain exchange rate. What are the factors that affect the exchange rate of a currency?

Students should go through the chapter 9 and 11 before answering the questions below

Question No 2

Marks 15

M/s UVW having completely understood the benefits of international trade have decided to exports their products. As a guide to all the personnel working in the export department a document is being prepared to layout the export procedure and the documentation required in the form of a checklist. Since M/s UVW are new to international trade they have understood the need of a export house to help them in the export activities in order to ensure proper documentation and identify and capture international markets.

1. AS the consultant you are required to provide the export trade documentation checklist to M/s UVW.
2. One of the documents called in the checklist is the bill of lading. Where is this document applicable? What are the different types of bills of lading
3. Explain some of the functions of the export house and the advantage of using them in the export operations

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years
(Semester - 2)
Assignments for Jan-June 2023 Session
(course code : **CSM/ PSM**)
Paper - 8
Management Information System

TOTAL MARKS 30

Question 1: Answer the following

1. Answer the following questions while working on Ms Excel File [5]
 - a. What are the shortcut keys to open up the Find and Replace window?
 - b. What are the shortcut keys to insert a new row in an Excel spreadsheet?
 - c. What are the shortcut keys for AutoSum?
 - d. What is the keyboard shortcut key to lock cell references in a formula?
 - e. What are the keyboard shortcut keys to insert a table?
2. Explain the difference between intranet, extranet and internet with suitable diagram and real life example [10]

(Hint: Refer Chapters3, 4 and 5)

Question 2:

Rox corporation is the leading manufacturer for refrigeration and ice-machine equipment. Founded in 1916, Rox is a family-owned company with about 500 employees and has a reputation for innovative design and quality service. From the company's first patent for an industry changing "safety head" discharge valve, to a pioneering design in force feed lubrication, and a landmark multi-cylinder compressor configuration, Rox has always been committed to improving the status quo in its industry.

Case Questions

1. Suggest a system design layout to support Rox's unmatched commitment to quality and service, the company needed a collaborative business architecture and modern manufacturing platform to streamline business processes and serve the customer needs in better manner, while also staying competitive in the industry.
2. Which information system development life cycle model will be the best suited to streamline data flow from the shop floor throughout the organization?

(Hint: refer Chapters 7, 8 and 9)

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years
(Semester - 2)
Assignments for Jan-June 2023 Session
(course code : CSM/ PSM)
Paper - 9
Strategic Management

TOTAL MARKS 30

- Q. 1 The internal environment of an organization comprises its resources, competencies and capabilities, that represent the strengths and weaknesses of the organization. This has a direct influence on the functioning of the organization as it evaluates its capabilities.
- a) What do you understand by the term “core competency”? how does an organization achieve its core competency?
 - b) What is “Strategic Choice”? how does the internal environment of the organization affect its choice of strategy?
 - c) Explain briefly the components of operations capability of an organization. What benefits accrue from such capability?

(Read Chapters 4 & 5)

- Q. 2 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)

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years
(Semester - 2)
Assignments for Jan-June 2023 Session
(course code : CSM/ PSM)
Paper - 10
Operations Management

TOTAL MARKS 30

Question No 1

Students should go through the chapters 1, 2 and 4 before answering the questions below

M/s Southern engineering is a company manufacturing electrical motors. They have a good manufacturing setup and are capable of organizing themselves with the current customer base.

1. What are the objectives of operations management and what are the challenges in the achievement of the objectives?
2. What are the important concepts of operations management? Explain them.
3. What are the principles of process planning and the techniques used in process planning?

Question No 2

Marks 15

Students should go through the chapters 6, 8 and 12 before answering the questions below

They have identified a new market. This translates into an increased capacity requirement. M/s southern engineering has identified weakness in their planning and manufacturing processes because of which customers' orders have been delayed occasionally. To ensure the timely completion of customer orders, establishment of additional capacity and all related activities, M/s southern engineering have decided to follow the good practices of operations management and project scheduling and need some answers to convince them of the advantages of the scientific methods of operations management.

1. What are the steps that have to be followed in order to ensure that capacity is fully utilized and it meets the demand and what are the advantages of this method?
2. M/s Southern engineering needs to keep tabs on the operating cost by improving their quality with the use various quality tools to be leaders in quality and reduce costs. What are the tools explain each briefly.
3. What are the steps to be followed in the use of project scheduling and what are its advantages?

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years

(Semester 3)

Assignments for Jan-June 2023 Session

(course code : CSM/ PSM)

PAPER - 11

Purchase Management

TOTAL MARKS 30

Students should go through the chapter 1, 3 and 4 before answering the questions below

Question No 1

Marks 15

M/s XYZ is a new startup. This company is in the process of setting up its business processes to bring in an efficient and uniform business across various functions. Understanding the company is focusing on the purchasing function and would like answers for the following questions

1. Purchase function impacts business in many ways importantly on profit. What is the best way of handling purchase in order to influence the profitability of the organization?
2. How does MRP help to meet customer demand on time? What are the objectives of MRP and what are the advantages for the organization?
3. What is Supplier Relationship Management and what are its advantages?

Students should go through the chapter 7, 8 and 10 before answering the questions below

Question No 2

Marks 15

Being a start-up, the company requires a proper and as accurate as possible price estimates of its subcomponents to arrive at the proper selling price and it would like to follow one of the many methods to arrive at a proper pricing decision. Simultaneously the company would like to optimize the product design, enhance product quality and reduce cost of manufacturing and or procurement. The company wants to ensure proper scientific methods are followed to achieve the design and cost objectives. Demand is one of the most important factors that has a significant influence on price and the understanding of demand as accurately as possible is an important stage in price analysis. Variety of qualitative and quantitative methods are used to forecast demand.

1. How will the company go about setting up the prices for its products?
2. What is the best option available to the company to achieve both design and cost optimization simultaneously. Explain the objectives of this process. What are the advantages of this method?
3. How to choose a proper forecasting method from the various methods available. Explain each of the methods of forecasting

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years

(Semester 3)

Assignments for Jan-June 2023 Session

(course code : CSM/PSM)

PAPER - 12

Inventory Management

TOTAL MARKS 30

Students should go through the chapter 10, 11, and 12 before answering the questions below

Question No 1

Marks 15

M/s East west co is a well-established company dealing in apparels. As part of the MIS a robust inventory accounting system is needed. The nearness to customer requires accuracy in the stocks maintained at all the stock

1. M/s East west Co. would like to have a proper information system on their inventory. What information is expected to be made available and from what will be the sources of this information?
2. Some of the important reasons for inventory accounting and the influence of each of the reasons may be explained
3. What are the reasons for physical stock verification? What are the methods followed and explain each of the them

Students should go through the chapter 1, and 2 before answering the questions below:

Question No 2

Marks 15

M/s East west is facing huge competition in the apparel business. It has become important for the company to identify all the cost components for its product. Inventory cost is one of the important components that contribute to COGS directly or indirectly and has a bearing on the profitability of operations. In the apparel industry inventory management is extremely tricky as the volumes and variations in the products are subject to market fluctuations. Multiple inventory management techniques have to be adopted to take care of the consumption and the demand variation.

1. Identify all the cost components that are part of inventory cost, Explain each of them briefly.
2. Explain two inventory management techniques that could be adopted to control inventory optimally for M/s East west Co. Explain the reason behind your decision

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

Assignments for Jan-June 2023 Session
(course code CSM/PSM)
PAPER - 12
Inventory Managementcontd...

1. The data for consumption and unit value for the 10 items of apparel is provided below. Identify the A, B and C category items

item	Avg. consumption	cost / unit
1	3	25
2	4	15
3	40	52
4	175	22
5	2	10
6	15	12
7	24	13
8	32	25
9	20	35
10	16	10

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years

(Semester 3)

Assignments for Jan-June 2023 Session

(course code : CSM/ PSM)

PAPER - 13

Supply Chain Management

TOTAL MARKS 30

Students should go through the chapters 2, 4 and 5 before answering the questions below

Question No 1

Marks 15

M/s North South Ltd. is a well-established engineering company producing goods for the manufacturing sector. The organization has to achieve a balance between the revenue spent and the revenue earned. As part of this exercise the organization has to identify the cost associated with each of the drivers of supply chain. Decisions are made at every stage of the supply chain. Identifying and taking appropriate decisions at the right time is important for the smooth and efficient functioning of the supply chain. In addition, organizations focus on a lean supply chain which helps to reduce the cost of operations. Many drivers contribute to a lean supply chain and every one of them is important for achieving a lean supply chain

1. What are the drivers associated with the supply chain function. Explain and identify the cost against each of them.
2. What are the various strategic supply chain decisions that have to be taken by the organization?
3. A lean supply chain is driven by a set of drivers. What are these and explain them.

Students should go through the chapters 7, 9 and 11 before answering the questions below

Question No 2

Marks 15

Multiple flows take place in the supply chain. Information has been identified as the main driver of efficiency and responsiveness of the supply chain. The key element of the supply chain is the matching the demand and supply through proper planning/s North South Ltd is in the process of improving their supply chain management in order to enhance the efficiency and profitability of their operations. One of the areas that is focused by M/s North South Ltd is to reduce cost of returns to as close to zero as possible. A team has been formed to identify all factors related to returns and work out a strategy to eliminate and or reduce it to the barest minimum.

1. Identify the reasons for product returns in order to enable the company to take preventive measures and reduce these costs.
2. Identify the flows in the supply chain and the role of Information technology in the supply chain network.
3. What are the methods available to match the demand and supply in a supply chain and what are the important elements in the supply chain planning process?

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years

(Semester 3)

Assignments for Jan-June 2023 Session

(course code : CSM/ PSM)

PAPER - 14

Logistics & Warehousing Management

TOTAL MARKS 30

Qn.1 [Refer Chapters 2 to 6]

[15 Marks]

From Oil Refineries petroleum products are transported through various modes such as Road, Rail Cars and Pipeline networks.

- (a) What are the containers used in road transport?
- (b) How are the oil containers used in Rail transport?
- (c) Explain the process of Pipeline network based on the above?
- (d) What is your understanding of Multimodal Transport in the above case?

Qn.2 [Refer Chapters 7 to 12]

[15 Marks]

WELL PACK is a multinational corporation that operates in 14 European countries. They are famous for the quality of work in the areas of warehousing and logistics. This company offer transportation services, warehousing, reusable box washing services, mobile washing and many other popular services requested by business owners all over the world. WELL PACK is present in Germany, Austria, Poland, Russia, Romania, UK, France, Serbia, Czech Republic, Hungary and Greece. Their expansive warehouse network helps to provide companies with storage facilities and order fulfillment services. The business operations are run efficiently and smoothly due to the perfect location of the location of their centres. The warehouse logistics is based on the "fulfillment centre near me" concept, which means easy access, convenience and a wide range of services offered.

WELL PACK partners with those companies that appreciate the high standards of their fulfillment warehouse. One of them is a well-known German company that offers a wide range of products that include: clothing, furniture, household items, electronics and more. It uses Well Pack facilities for storing textiles, shoes, gifts, jewellery, watches and home accessories. But their cooperation is not limited to storage and also perform order processing as follows:

- Put the item into a specified plastic box according to the order.
- Provide the second quantity inspection with a scanner together with visual quality control before packaging.
- Provide additional activities if required before packing the box, such as light gluing, piece packing (fragile), etc.
- Pack in a selected box with documents or other material fillings
- Stick the address label if sticking of other labels (fragile, etc.) is required.
- Load into the specified container according to the destination.

Several factors have contributed to the effectiveness of this collaboration. First, is the location of the distribution centre. It is situated in a town near the CZE-GER border, which is a strategic point that makes delivery to Germany, the Czech Republic, Austria, Switzerland and Hungary fast and convenient. Another advantage is the engagement of 50-60 workers in full-time employment to undertake this job, so Customer needn't involve their employees in the process.

- (1) What do you understand by *Fulfillment* from the above case?
- (2) Warehouse and Distribution centres are the same or not? Explain?
- (3) What have you understood about the *order processing* activity from the above case?
- (4) Explain the packaging activity carried out in the above case and what are the importance of each activity?
- (5) Explain the importance of choosing the right location based on the above case?

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years

(Semester 3)

Assignments for Jan-June 2023 Session

(course code : CSM/ PSM)

PAPER - 15

Packaging & Distribution Management

TOTAL MARKS 30

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

Question No 1

Marks 15

The company M/s DAF is planning to release a product that will be at the high end of their product line. This product is expected to be sold through the retail chain through wholesale dealers who are located in many parts of the state. The product will be handled by multiple agencies and a robust and attractive packing is essential

1. What are the three types of packing that must be incorporated for the product and what is the function of each of the levels of packaging? what are the advantages of packing?
2. What is an ancillary packing material that is essential and used in all the products and what is the function of this ancillary packing material? what are the advantages and disadvantage of this ancillary packing material?
3. How does packing take care of the logistics requirement for the product? What are the functions of logistics that are to be taken into account?

Students should go through the chapter 7, 8 and 11 before answering the questions below

Question No 2

Marks 15

M/s DAF have planned to distribute the product by themselves. They need your services as a consultant to help them in the designing of a distribution system that will be efficient and cost effective. It is not only important to design the system but a system needs to be in place to measure the system performance (both quantitative and qualitative) and take continuous improvement measures of the distribution channel. With the decision to reach out to the final customer a proper distribution network design that will take care of the needs of the organization needs to be implemented.

1. What are the requirements that has to be met by the distribution function?
2. What kind of distribution channel network will provide reach to the final customer as required by M/s DAF?
3. What are the quantitative and qualitative measures that are normally used to monitor the performance of the distribution channels?

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years

(Semester 4)

Assignments for Jan-June 2023 Session

(course code : CSM/ PSM)

PAPER - 16

Entrepreneurship

TOTAL MARKS 30

[15 Marks]

Question.1

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

1. Explain 5 steps of an entrepreneurial process and explain each step
2. Describe Internal and external motivating factors for an entrepreneur
3. Explain different forms of business ownership and elaborate how to select an appropriate business form

(Refer Chapter 1 to 7)

Question.2

[15 Marks]

Case study

CRAB _ a creative Network soolution company , formed by three young entrepreneurs in the year 2020. They started with the cutting edge of user experience in Branding, Web design and Digital Marketing. Mr. Anirudh, a graduate Mechanical engineer (worked as a business analyst for more than a decade) is the CEO of the company He takes a unique approach to innovation and business ideas.

He saw an interesting opportunity in applying the teams knowledge and expertise in developing various needs of the customer. These insights slowly worked their way to business plans and ultimately into an operating business.

It was not the idea, inspiration or even the technology that defined the business. It was the team spirit starting with general idea of where they wanted to for, they built a team and the let the team find its own way.

They wanted to focus on building the best team which can pivot and create new value when confronted with obstacles. Since a low amount of capital available with them to build up start ups they tapped into their network. Starting with avaiable resources in the initial months and with revenue they brought in, they began to refine their processes and ideas over a period of time.

Over a period of two years, strength of company has increased to 25 and sales turn over started improving. But cash inflows were affected as the customers started delaying their payment, putting the company into financial difficulties.

They approached the bank for getting OD limits sanctioned, which was rejected by bank saying that you have not finished two years of operation. Angel investment and crowd funding agencies are nto ready to invest in service industry.

1. What are the qualities required for a entrepreneur
2. what are the strength of the company
3. How they managed the funding in the initial stages
4. what are the suggestions to improve the company's financial position
5. General funding options available in the market.

Hint : Team work

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years
(Semester 4)

Assignments for Jan-June 2023 Session

(course code : CSM/ PSM)

PAPER - 17

Research Methodology

TOTAL MARKS 30

Question.1

[15 Marks]

The classification of research can be based on various factors such as the technique, reason, accessibility of time and other assets, capacity, type of investigation, and statistical substance. Various forms of research include basic research, applied research, descriptive research, causal research, conceptual research, empirical research, qualitative research, quantitative research, and other types of research also.

- Briefly explain the fundamental processes involved in a research process.
- How does literature review help a researcher in conducting good research? What are the various sources for literature review?
- What is the purpose of conducting experimental research? enumerate the principles of experimental research design.

(Read chapters 1, 2, and 3).

Question.2

[15 Marks]

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

- 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.
- What do you understand by the term "correlation analysis"? Explain the different tools available to study the correlation pattern between variables.
- How will you interpret the results of correlation analysis from the value of the coefficient of correlation?

(Read chapter 8)

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years

(Semester 4)

Assignments for Jan-June 2023 Session

(course code : CSM/PSM)

PAPER - 18

Advanced SCM & L

TOTAL MARKS 30

Question.1

[15 Marks]

This is the case of an entrepreneur in spices sector with a *Midas Touch*. He plunged full steam into his spectacular entrepreneurial journey from the most color less *newspaper business* where he became the monarch of newspaper distribution business. Then he forayed into *bone meal* business-the most rough and tough business. But he harvested gold from this rusty business also. It was at this time that his brother-in-law who was working in an oils and oleo resins firm of spices encouraged him about the exciting world of Spice oils which has a limitless growth potential. Within no time, a networking happened- between a technocrat with innovative ideas and an entrepreneur par excellence who had the extraordinary ability to take risks and foresee opportunities faster than others. The alliance between them was built on mutual trust and respect on each other's capabilities and competencies. Their small enterprise shook the industry by surprise and many equations changed. They struck gold by innovation-both in the product mix and the target market. Unlike other giants in the industry they attacked niche markets. Focus was the name of the game. More than volume, they identified small areas where they can dominate. They developed new markets where there was no price competition - *blue ocean strategy*. Now they are one of the most successful players in the fiercely competitive spices derivative market. What is the takeaway? Treading in the beaten track will not make you a star. Let it be any field. Identify the domain you are good at - Make the process and product globally cost competitive. Change the product mix in perfect match with the demand of the discerning market. Be innovative not only in the product or process, but also in the supply chain and value chain. They did all and much more with precision. They are not the topper in terms of volume, but they are the brand leader in the niche they operate. More than that, they strike responsive chord with the marketplace swiftly ahead of others. They make more money in terms of profit-than other players who were in the industry for many years.

They also proved that Small is beautiful! Space is always there. An entrepreneur embraces it with full steam and strikes gold. Salutes to these two stars who have endeared themselves to all in the spice fraternity, by their dignified gentlemanly conduct.

- 1) Explain the *integration and coordination attribute* of a supply chain from the above case?
- 2) Explain the *topography of the supply chain* of the above case?
- 3) The above case is an example of *enhanced inter organisational coordination* – Explain?
- 4) How did the entrepreneurs *understand and identify* customer segments?

{Refer Chapters 1,2,3&5}

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

Assignments for Jan-June 2023 Session

(course code : CSM/PSM)

PAPER - 18

Advanced SCM & L ...Contd...

Question.2

[15 Marks]

An OEM has set up a small unit at a place nearer to the suppliers location. The thought behind this was to reduce the costs in transportation and handling as the basic raw material- aluminium castings has to reach the main factory which was around 300 kms away, for the inspection and again to be sent back to the subcontractors for machining. This unit acted as a hub for receiving the castings and after inspection distribute to the subcontractors. Later the management decided to make this a production unit for assembling and send to the main factory. The products manufactured at this unit are accessories for the OEM. After a while it was found that here also costs has to be reduced to make the cost of the accessories more competitive in the market. Here they decided to give the dies for manufacturing castings to the machine shop subcontractor, directed him to get the castings from the approved suppliers. Inspection will be carried out at the foundry so that only accepted castings will reach the subcontractor. Later come of the components were also given to the subcontractors, so that sub-assemble products were delivered to the manufacturing unit. There, they do final assembly of these sub-assemblies and conduct the relevant tests for final approval. This was sent to main factory for fitting to the OE. Later the production strategy was changed from *Job type* to *Batch type* as there were lot of demand for these accessories even from the competitors of OE.

- 1) List out the *supply chain integration* benefits from the above case?
- 2) Explain the *internal and external integration of supply chain* from the above case?
- 3) What have you understood by *vendor managed inventory* from the case?
- 4) Supply Chain *Responsiveness* of the OEM in the above case has *increased or decreased*-Explain?

{Refer Chapters 9,10,11 &12}

===

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDL & SCM - 2years

(Semester 4)

Assignments for Jan-June 2023 Session

(course code : CSM/ PSM)

PAPER - 19

Emerging Trends in SCM & Logistics

TOTAL MARKS 30

Question.1

[15 Marks]

Founded by a professor and entrepreneur M. Mahadevan with a humble beginning in 1989, Hot Breads was one of the first bakery chains to disrupt the baking industry, bringing freshly baked breads to the retail market. By having seen through baking facilities, customers were drawn to the brand just by the smell of freshly baked goods. Even though began in Chennai it spread to whole South India and also went global from there. They grew by the concept of adding *partners* to the food chain to sell their products. Selecting the partners was strictly based on quality and marketing capability apart from financial stability. With more than 3 decades of baking experience, backed by a highly skilled team of world class confectioners, bakers and pastry chefs; Hot Breads has built around the passion and product ownership. From 2021 onwards they have started new *online cake shop*. By choosing from various varieties exhibited in the e-brochure baked products will be at the customer's door step. Another concept like *make your own cake* concept also brought out by this company. Here you can choose the ingredients and the product will be delivered either to you or to whom to be gifted by sharing the address. Tie up with courier agencies has also been done to see the products reach the customer without any damage and reach fast so as the freshness will remain. After the success of the above, they have formed another retail company Advantage Foods Pvt Ltd. (AFPL) in the organised Food & Beverage sector. AFPL has ties to over 150+ retail F&B outlets across multiple formats such as bakeries, cafes, fine dining restaurants and cloud kitchens.

- 1) Explain the concept of *franchising* based on the above case?
- 2) What are the e-commerce models practiced by this company?
- 3) What is the *Network Marketing* concept you have understood from this case?
- 4) What e-retailing practice is adopted in the above case and what *personalised customer experience* they offer?

{ Refer Chapters 1, 4, 5 &6}

Question.2

[15 Marks]

For a manufacturer of *sponge iron* in western India; deciding on a movement plan for both incoming raw materials and outgoing finished product. Significant issues are the transportation mode choice, shipment size and stocking levels especially since water, rail and road are possible alternatives. The issues are more complicated since the port serving the plant is a minor one with limitation of vessel draft(depth) and movement being inhibited during monsoon. Possibilities of cost savings by coordinating inbound and outbound movement add another problem. Customers are spread throughout India.

- 1) What is the *logistics mission* of this company and *strategic issues* faced?
- 2) What type of *logistics support* you will suggest for this company?
- 3) What are the precautions to be taken to avoid *bull whip effect* in the above case?

{ Refer Chapters 10,11,12.}

Note: Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

strikeout whichever is not applicable

ASSIGNMENT ANSWERSHEET

Roll.No. Course

Name

Assignments for Semester
(Month of Exam)

Paper No. Subject:

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

