



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM
Post Graduate Diploma in Materials Management - 2 years
PAPER No.15 (enrolment code –CPM, CPS)
PAPER No. 13 (enrolment code- PMM, PSM)

Dec 2022

Supply Chain Management

Date : 20.12.2022
Time : 10.00 a.m to 1.00 p.m.

Max. Marks : 70
Duration : 3 Hrs.

Instructions:

- From Part A – answer all questions (compulsory). Each sub questions carries 1 mark. **Total : 20 Marks**
- From Part B – Answer any 3 questions out of 5 questions. Each question carries 10 marks. **Total :30 Marks**
- Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions **Total: 20 Marks**

Part – A [20 Marks]

(Attempt all questions. Each sub question carries 1 mark.)

Q.1 Fill in the Blanks (5 Marks)

- One of the Six drivers which lead to a Lean Supply Chain is -----.
- Logistics Visibility is achieved through ----- data.
- Efficiency & Responsiveness of an organisation is dependent on -----.
- Flexibility is the main feature of a ----- Supply Chain.
- IT framework of a Supply Chain has 3 integrated segments –Upstream, Downstream and -----.

Q 2 State TRUE or FALSE (5 Marks)

- In a Supply Chain Management System, *Packaging* play a major role.
- RFID is *Request For Implementation Date*.
- An organisation may or may not use the products supplied by an *Indirect Supplier*.
- In a Digital Economy, *Customer Centricity* is very important.
- For balancing Supply and Demand in a Supply Chain, **3** approaches are used.

Q.3 Match the Following: (5 Marks)

	Column I		Column II
a	SMED	1	2 nd Supply Chain Revolution
b	METERING	2	Mistake Proof
c	TOYOTA	3	Cost of Storage
d	INVENTORY	4	Single Minute Exchange of Die
e	POKA YOKE	5	Product Pricing

Q.4_Expand the Following Abbreviations: (5 Marks)

- s) RMA b)VAN c)ESM d)CRM e) OEM

PART B [30 marks]

(Attempt any 3. Each question carries 10 marks)

Q. 5_a) What are the levels of Supply Chain – Briefly Explain? (5 Marks)

b) Explain Supply Chain Process? [5 Marks]

Q 6 a) Explain the 4 components of Agile Supply Chain? [5 Marks]

b)What are the Sourcing Strategies? [5 Marks]

Q.7_a)What are the main approaches used to balance Supply Chain? [5 Marks]

b)Explain Aggregate Planning Strategies? [5 Marks]

Q.8_a)Briefly explain Lean Supply Chain principles? [5 Marks]

b)What do you understand by *Segmenting* the Supply Chain? [5 Marks]

Q.9 Write Short Notes on any 2 from the Following: [2 x5= 10 marks]

- a) Role of Sourcing in Supply Chain.
- b) Demand Amplification Mapping.
- c) Closed Loop Supply Chains.
- d) Role of Digitalisation in Supply Chain.

PART C

(20 marks)

Q.10_Case Study (compulsory)

Big Basket is India's largest online food and grocery store. With over 18,000 products and over a 1000 brands Consumers will find everything they are looking for. Right from fresh Fruits and Vegetables, Rice and Dals, Spices and Seasonings to Packaged products, Beverages, Personal care products, Meats etc. Each day they are adding more products based on the market information. The tag line of this company is *best quality available at lowest prices*. Consumers can choose any of the following and the order will be delivered right to their doorstep ----

Slotted Delivery: Pick the most convenient delivery slot from 7.00 am - 9.30 am, 9.30 am - 12.00 pm, 5.00 pm - 7.30 pm and 7.30 pm - 10.00 pm; to have the goods delivered. This meets the convenience of early birds, to those who work in the late shift. This service is offered in 25 cities across India.

Express Delivery: This super useful service can be availed by customers in cities like Bangalore, Mumbai, Pune, Chennai, Kolkata, Hyderabad and Delhi-NCR where orders are delivered to the doorstep in 90 Minutes. Most of these are direct from the source and avoids transshipment to warehouse.

BB Specialty Stores: Missed out on buying any essential item for any event or party will be delivered in 90 minutes through a special arrangement with a nearby specialty store, verified by the company. From bakery, sweets and meat to flowers and chocolates are to name a few.

The company has also established its warehouses in few cities to make work easier. The company also tied up around 2000 grocery stores to deliver the grocery in time. This is the best agreement that the company has done and this increases the customer's popularity for Big basket. Payment can be made online using debit / credit card, e-wallets or by cash / sodexo on delivery. Big Basket.com is providing the highest level of customer service and is continuously innovating to meet customer expectations. Their *On-Time Guarantee* is an assurance of refund 5% of the bill value if the delivery is delayed [however, due to the pandemic caused by Covid-19 delivery got delayed in the past where delivery guarantee was not applicable]. For all order values above Rs. 1200, free delivery is provided. A wide range of imported and gourmet products are available through their express delivery and slotted delivery service. If the Consumer ever finds an item missing on delivery or want to return a product, it can be reported within 48 hours for a '*no-questions-asked*' refund. The company is associated closely with the farmers from whom fresh farm products are sourced., which not only ensures the best prices and freshest products for the consumers but also helps the farmers get better prices. With more than 80 Organic Fruits and Vegetables and a wide range of organic staples, BIGBASKET has the large share in the organic products category. 20000+ products with more than 1000 brands, to over 4 million happy customers is the asset of BIG BASKET.

Business Model: Big Basket follows different revenue models. Big Basket procures groceries from farm and other producers and store them in their warehouse. They sell the items through their online portal with a margin and provide home delivery as a value-added service.

Technology: Big Basket is making use of Artificial Intelligence, Machine Learning and analytics to simplify logistics and boost customer's buying experience. They are an e-commerce business where data is the new driving fuel. Big Basket uses 31 technology products and services for its website including HTML5 , Google Analytics, jQuery, SPF, Lets Encrypt , Google Maps, JavaScript, API and WordPress .

{Answers should not be made *one-word* type. Questions are based on the Textbook provided. Read the Case carefully and answer.}

- 1) *Big Basket* is able to deliver the goods at short notice. Is the delivery being done from their warehouse or any other method- Explain?
- 2) What is the marketing strategy adopted by the company – Explain?
- 3) What technologies are adopted by Big Basket- Explain?
- 4) What are the *Customer Relationship Management* practiced by 'Big Basket'?
- 5) How Big Basket is managing their revenue?
