



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Logistics & SCM– 2years
Paper 24 (Enrollment code: CPS)
Paper 19(Enrollment Code: PSM)[OFFLINE EXAM]

Dec 2023

Emerging Trends in Supply Chain Management & Logistics

Date: 20.12.2023
Time: 2.00 pm to 5.00 pm

Max. Marks 70
Duration 3 hours

Instructions

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| 1. Part A is compulsory. Each sub question carries one mark. | Total marks-20 |
| 2. In Part B answer any 3 questions. Each question carries 10 marks | Total marks-30 |
| 3. Part C is a case study with sub questions and it is compulsory. | Total marks-20 |

PART A

(20 marks)

Q. 1.Fill in the blanks.

[5 marks]

- a) Knowledge Process Outsourcing (KPO) refers to the outsourcing of ----- business activities
- b) Systems such as JIT inventory system, automation of ordering, billing etc. have helped in reducing ----- costs
- c) ----- is an expert system which has the ability to understand the language in terms of sentences and their meanings.
- d) Robots are mainly used in the ----- industries to perform tasks that are complicated for normal humans.
- e) A business that adopts ----- software systems for accounting, marketing, and HR functions can easily respond to the dynamic environment.

Q. 2. State True or False

[5 marks]

- a) BPO involves delegating the ownership of a process to some other organization
- b) Cloud computing does not provide more storage compared to storing data in a single location.
- c) The Franchiser pays to the Franchisee a certain amount to acquire the rights for using business system.
- d) Network marketing and Direct Marketing refer to the same concept.
- e) “Operations” is a Primary Activity in Porter’s Value Chain.

Q. 3. Match the following:

[5 marks]

	Column A		Column B
A	Industry Trend Analysis	1	Cellular phones
B	Robotics Process Automation	2	Performance Measurement
C	M-commerce	3	Artificial Intelligence
D	Internet of Things	4	Business Function
E	KPI	5	Industry 4.0

Q.4. Expand the following:

[5 marks]

- a) KPO b) CAC c) PDA d) CPS e) CSCMP

PART B**(Total 30 marks)****(Answer any three. Each question carries 10 marks)**

- Q.5. a)** Explain the concept of Network Marketing with examples. **[5 marks]**
b) Though BPO and KPO sound similar but they are different from each other. Explain this statement and bring out the differences between the two concepts. **[5 marks]**
- Q.6. a)** What is “Digital Marketing”? Explain about common digital marketing channels. **[5 marks]**
b) Explain the concept of Aggregator Business Model with a neat diagram of the business model. Illustrate your answer with a suitable example from the Indian context **[5 marks]**
- Q.7. a)** What do you understand by Industry 4.0. Discuss the key pillars of Industry 4.0. **[5 marks]**
b) What is “Disruptive Technologies”? Explain with examples. **[5 marks]**
- Q.8. a)** What do you understand by the term “Blockchain”? Explain the important features of Blockchain **[5 marks]**
b) Explain the concept of Logistics and the functions of logistics management. **[5 marks]**
- Q.9. Write Short Notes (any two.)** **[2 x 5 =10 marks]**
A) Concept of Franchising
B) Supply Chain Drivers
C) IT applications in business
D) Bullwhip effect and Supply Chain

PART C**(20 marks)****Q.10 Case Study (compulsory)**

Read the following case carefully and answer the questions at the end

ABCL Ltd is a leading fast food processing company operating from Thane. It handles both vegetarian as well as non-veg products for which it arranges the required vegetables and chickens from the local vendors as well as from far-off places. It has very good markets in Mumbai, Pune and the surrounding cities. The products are sold in the brand name of “Nasta” which is very popular among the collegians and office goers. Vegetables and chicken items are transported from the procurement centers using hired trucks. The damages during transportation vary from 10% to 15%. The reliability of the raw materials transporters is very low.

The quality and tastes of Nasta are the reasons for its popularity. It is sold in three different packs – party, family, and individual. It is distributed through 25 different distribution centers. Logistics information network is not up to the mark. The procurement centers directly communicate to the operating center at Thane. The lack of proper coordination at different distribution centers, created problems of stocks spoilage, pilferage, and wastage at certain distribution and procurement centers.

Transportation and storage problems are the main factors for the heavy losses being incurred at some centers. Entry of multi-nationals into the market has increased the competition and put a pressure on Nasta.

Questions

1. Give suggestions for improving purchases and distribution policies.
2. Suggest demand forecasting techniques to take care of the seasonality as well as reduction in the inventory related problems.
3. Suggest improvement to transportation system to reduce the losses.
4. Any other suggestions to improve the brand image of the product.
