



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM– 2 years

Dec 2023

Paper 19(Enrollment Code: PSM) [ONLINE EXAM]

## 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

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

Total marks-20  
Total marks-30  
Total marks-20

### Part – A

(20 Marks)

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

#### Q.1 Fill in the Blanks ( 5 Marks)

- a) Seeking specialised knowledge and expertise outside the company is called \_\_\_\_\_
- b) \_\_\_\_\_ is calculated by dividing the number of employees who have left the company by the number of employees in the company
- c) E-commerce model where transaction occurs between two businesses is called \_\_\_\_\_
- d) The process of transforming various forms on information into numbers is called \_\_\_\_\_
- e) Concept of machines having human intelligence is called \_\_\_\_\_

#### Q.2 State TRUE or FALSE ( 5 Marks)

- a) Business trend analysis cannot help in benchmarking our business
- b) BPO is a subset of KPO
- c) An organization can outsource it's non-core activities
- d) Movies being promoted by word of mouth publicity is an example of network marketing
- e) "Work from home" is same as telecommuting

#### Q.3 Match the Following: ( 5 Marks)

	Column I		Column II
a	Communications Technology	1	Medical coding and billing
b	Trend	2	Cellular communication
c	Mobile technology	3	Change over time
d	Franchisee	4	IT plus equipment
e	Offshore outsourcing	5	Licensing fees

#### Q.4 Expand the Following Abbreviations: ( 5 Marks)

- (i) CLV      (ii) ETR      (iii) C2B      (iv) CPS      (v) PDA

**PART B****(30 marks)****(Attempt any 3. Each question carries 10 marks)**

- Q. 5** a) Why do companies outsource their business processes? What are its risks? **[5marks]**  
b) What is the hallmark of Industry 4.0? List any THREE key pillars of Industry 4.0? **[5marks]**
- Q. 6** a) Business trends are influenced not only by economic factors, but also by political and socio-cultural factors".  
Is it true or false? Explain why you think so **[5 marks]**  
b) What do you understand by the term "Digital economy"? What are its benefits? **[5marks]**
- Q. 7** a) What is Artificial Intelligence? Give THREE examples of AI **[5 marks]**  
b) What is e-Commerce? Explain the C2C model of e-commerce? **[5 marks]**
- Q. 8** a) "Google News" is a news aggregator". Yes or No? Who is an Aggregator? What are the advantages of being an aggregator? **[5marks]**  
b) Write a note on "Autonomous vehicles"? **[5marks]**
- Q. 9 - Write Short Notes on any 2 from the Following: [2 x 5 = 10 marks]**  
a) E-retailing in India                      b) Service aggregator                      c) Smart factory

**PART C****(20 Marks)****Q. 10. Case study – Compulsory**

Since opening its first restaurant in 1973, iconic brand Golden Corral has embraced a guest-focused culture. Now, as a franchise with over 480 restaurants, a key part of their core values is to better serve the needs of their guests while also working hard to ensure that they become a common name in their country.

Attempts to survey franchisees to gather feedback, however, were met with a lacklustre and sometimes hostile response and franchisees were reluctant to share their opinions.

Bob McDevitt, Golden Corral's newly appointed Vice President of Franchise Development, knew that it was imperative for franchisees to be heard. Golden Corral needed a way to overcome franchisees' fears, and partnered with Franchise Business Review, an independent consultant in the field, to conduct an independent survey.

The results were as expected - Previous Golden Corral surveys typically had a response rate around 30%. The survey conducted by Franchise Business Review resulted in a 71% response rate.

By partnering with FBR, Golden Corral was able to live up to its commitment to hearing and addressing their franchisees' perspectives. Management was able to get an honest, non-emotional assessment of how franchisees view management and where they feel more attention is needed. They shared the results with franchisees and are prioritizing issues and making adjustments—with input from franchisees—on an ongoing basis.

**Questions:**

- 1) Identify the Franchisor, Franchisee and the Franchised business
- 2) Elaborate the benefits of the franchising arrangement to the Golden Corral
- 3) Why do you think the Franchisees were un-cooperative?
- 4) The VP, Mr Bob Mcdevitt, calls a conference of all their franchisees. How will he convince them of their benefits in remaining a franchisee ?

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