



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management- 2 years

Dec 2024

PAPER No.24 (enrolment code –CPM)
PAPER No. 19 (enrolment code- PMM, CMM)

Emerging Trends in MM

Date : 26.12.2024
Time : 2.00 p.m. to 5.00 p.m.

Max. Marks : 70
Duration : 3 Hrs.

Instructions:

1. From Part A – answer all questions (compulsory). Each sub questions carries 1 mark. **Total : 20 Marks**
2. From Part B – Answer any 3 questions out of 5 questions. Each question carries 10 marks. **Total : 30 Marks**
3. 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]

- a) E-retailing allows consumers to directly purchase products from a seller through -----
- b) The employees of KPO companies are responsible for the ----- needs of their clients
- c) The process of transformation of various forms of information into the format of digits '0' and '1' is known as -----
- d) ----- apps can provide location-specific content and personalized recommendations.
- e) Robots are mainly used in the ----- industries to perform tasks that are complicated for normal humans.

Q. 2. State True or False

[5 marks]

- a) Purchase orders cannot be created using the Digital purchase order software.
- b) The creation of internal combustion engine was an important contribution of Industry 2.0
- c) Modularity principle indicates the ability of businesses to adapt to the changing needs of the industry.
- d) The terms “inventory” and “stores” mean the same thing.
- e) Network marketing and Direct Marketing refer to the same concept

Q. 3. Match the following:

[5 marks]

	Column A		Column B
A	Expert System	1	Right to use intellectual property
B	Service aggregator	2	Business function
C	Franchise	3	OLA
D	Industry 4.0	4	Application of artificial intelligence
E	Industry Trend Analysis	5	Cloud computing

Q.4. Expand the following:

[5 marks]

- a) PDA b) BI c) ETR d) CAC e) PLC

PART B

(Total 30 marks)

(Answer any three. Each question carries 10 marks)

- Q.5.** a) Our business environment is very dynamic and keeps on changing under the influence of several factors. Briefly discuss some of the factors which influence the business trends. **[5 marks]**
- b) The concept of business process outsourcing has now further developed to include outsourcing of information-related business activities involving knowledge-based processes. In this context, explain the characteristics of Knowledge Process Outsourcing (KPO) organizations and the benefits provided by the KPOs. **[5 marks]**
- Q.6.** a) An “Aggregator” is a business model in which an organization sells the products and services of some other businesses under its own umbrella brand. Explain this concept and discuss the characteristics of aggregators, giving suitable examples. **[5 marks]**
- b) E-commerce and M-commerce businesses have witnessed tremendous growth in India over the past decade. Discuss the factors which have driven this growth and illustrate your answer with examples of organizations which are providing these services. **[5 marks]**
- Q.7.** a) The Internet of Things (IoT), one of the popular technologies of today, is a network of physical devices embedded with suitable software enabling tracking of human activities. Explain this statement bringing out the features and areas of applications of this technology. **[5 marks]**
- b) Industry 4.0 has evolved in the 21st century resulting in automation of business models driven by advanced technologies. In this context explain the key pillars of industry 4.0 **[5 marks]**
- Q.8.** a) In many manufacturing activities, robots have replaced employees as they are seen to work more effectively. Advanced robotics systems involving software and hardware innovations have become essential elements of advanced automation. In this context, discuss the various advantages of advanced robotics. **[5 marks]**
- b) Inventory management of perishable items poses a very challenging task due to the need to consume these items within the stipulated time. In this context explain what factors would you consider for inventory management of perishable commodities. **[5 marks]**
- Q.9.** Write Short Notes **any two**. **[2 x 5 =10 marks]**
- a) Digital Marketing
b) Advantages of Franchising to both parties
c) Cyber-physical systems
d) Vendor Risk Management

PART C

(20 marks)

Q.10 Case Study (compulsory)

PRO Health Cosmetics Ltd is manufacturing Fast Moving Consumer goods having turnover of Rs. 500 crores. Mr. Kumar, Purchase Head, has been working for 20 years in the company. He is known for his stringency, hard negotiation and ruthless attitude to vendors. The new MD expressed the desire for fast growth of the company and alerted all department heads to pull up their socks to ensure ultimate customer satisfaction to sustain in the competitive market. Under the new MD, the working style has changed from family orientation to professional. Purchase Department has been frequently blamed now for disruption of production due to delay and rejection of materials. Mr. Kumar finds it difficult to convince the MD and neither getting support from suppliers. The MD fired Mr. Kumar for his lack of professionalism, leadership, and poor systems he built. Practically Mr. Kumar takes every decision. There is no noteworthy executive in the department who can take his position.

Company has been awarded a huge export contract for supply throughout the year. Now, it is a situation of do or die for purchase department. MD has issued warning to Mr. Kumar to ensure smooth supplies.

Questions

1. What are the problems in the purchase department? **[5 marks]**
2. As a Materials Management expert, what action plans you will suggest to transform the traditional purchase department into a professional purchase department? **[5 marks]**

3. Prepare strategy for supplier relationship **[5 marks]**
4. What support would be required from the MD to transform the purchase department? **[5 marks]**