



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

Dec 2024

Emerging Trends in Supply Chain Management & Logistics

Date: 26.12.2024
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

(Total 20 marks)

Q. 1.Fill in the blanks.

[5 marks]

- a) ----- is a computerized system that enables organizations to transmit information electronically in real time using standardized forms of electronic documents.
- b) The process of transformation of various forms of information into the format of digits '0' and '1' is known as -----
- c) The cost effectiveness of marketing campaigns can be evaluated by measuring the ----- cost which is an important KPI covered in BI.
- d) ----- focuses on the automation of various processes to achieve operational efficiency of business organization.
- e) ----- is the store that consists of all the databases.

Q. 2. State True or False

[5 marks]

- a) A 'trend' is an upward shift in a data set over a period of time.
- b) The digitalization of Indian economy has helped in raising the overall growth rate of GDP.
- c) The Aggregator business model is based on partnership between the aggregators and the service providers who become partners of the aggregators.
- d) Modularity principle indicates inability of businesses to adapt to the changing needs of the industry.
- e) Barcoding refers to coding materials in Stores through black and white stripes.

Q. 3. Match the following:

[5 marks]

	Column A		Column B
A	Franchising	1	Direct selling
B	Expert System	2	Industry 2.0
C	Network marketing	3	Application of Artificial Intelligence
D	Cross-Docking	4	Domino's
E	Lean manufacturing	5	Unloading, sorting, and re-loading

Q.4. Expand the following:

[5 marks]

- a) BPO b) RPA c) JIT d) DC e) PLC

PART B

(Total 30 marks)

(Answer any three. Each question carries 10 marks)

- Q.5.** a) Explain the concept of E-retailing with examples and briefly discuss the components of e-retailing. **[5 marks]**
- b) Discuss the evolution of Business Process Outsourcing (BPO) and Knowledge Process Outsourcing (KPO) in India with examples. **[5 marks]**
- Q.6.** a) Business Intelligence (BI) metrics helps organizations focus on streamlining business operations. Explain this statement and discuss briefly about the Customer Service Metrics covered in BI. **[5 marks]**
- b) Franchising is the predominant model for business expansion in many industries and business segments. Explain this statement and discuss the types of businesses that are organized in the form of franchising, giving suitable examples. **[5 marks]**
- Q.7.** a) M-commerce and E-commerce are the latest modes of doing business over the internet and are considered similar. However, there are certain features which clearly distinguish the two. In this context bring out the differences between the two models of doing business. **[5 marks]**
- b) Explain the concept of “Smart Factory” and discuss the characteristics associated with smart factory. **[5 marks]**
- Q.8.** a) Explain with a neat diagram the concept of Porter’s Value Chain and identify the primary and support activities. **[5 marks]**
- b) What do you understand by the term ‘Logistics’? Explain the core functions of logistics. **[5 marks]**
- Q.9.** Write Short Notes **any two**. **[2 x 5 =10 marks]**
- A) Cloud Computing B) Internet of Things
C) Bullwhip Effect D) Enterprise Resource Planning

PART C

(Total 20 marks)

Q.10 Case Study (compulsory)

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

Shri Om Logistics, a trucking company, was started by Mr. Mukesh Chatwal in 1989 with one truck and has now grown to a 150-tractor-trailer fleet serving shippers in western zone of India. The Company provides in-bound transportation to the assembly plants. It is also the exclusive trucking company for a number of auto suppliers.

During the past few years, other logistics companies have entered the market and have resorted to vertical integration to provide other logistics services. Many companies have started warehousing divisions to provide value-added services. Other carriers are adding third-party logistics divisions to manage transportation and storage activities. A few trucking companies have also started air carrier divisions, freight forwarding and logistics information services. Further, shippers are also reducing number of transportation suppliers and asking the vendors to provide a wide range of value-added services.

Mr. Chatwal realized that the only viable long-term strategy for him is to become a full-service logistics provider. Otherwise, it will greatly impair the growth and profit potentials of his company. He is contemplating what other logistics services are appropriate for the company in the long run.

Questions:

- a) Assess the conclusion reached by Mr. Chatwal regarding the nature of today’s logistics industry and shippers’ demand characteristics. **[5 marks]**
- b) Do you agree that Mr. Chatwal should try to vertically integrate and provide other logistics services? Give reasons. **[5 marks]**
- c) Describe the process to evaluate alternative logistics services to be added. **[5 marks]**
- d) Describe the value-added services you would recommend for Mr. Chatwal to consider. **[5 marks]**
