



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

## Post Graduate Diploma in Logistics & SCM

PAPER No.19 (enrolment code- PSM,CSM )

Dec 2025

### EMERGING TRENDS IN LOGISTICS & SUPPLY CHAIN MANAGEMENT

Date: 23.12.2025  
Time: 2.00 PM TO 5.00 PM

Maximum Marks:70  
Duration: 3 hours

#### Instructions

1. Part A is compulsory. Each sub question carries one mark.
2. 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.)

#### Q.1 Choose the right answer ( 5 Marks)

- (a) Data Entry services are responsible for data related to Sales, Purchase and -----  
 (1) Pricing (2) Mortgage (3) Discount (4) Stock
- (b) Trend in a Business is used to -----the consistency of occurrence in Transaction.  
 (1) Evaluate (2) Add (3) Dilute (4) Control
- (c) Risk of sharing financial burden is one of the disadvantages of -----  
 (1) Agency (2) Franchisee (3) E- Commerce (4) BPO
- (d) Potential benefits that arise from reducing assets across a supply chain is -----  
 (1) Cash to Cash conversion (2) Cash Balancing (3) Cash Spin (4) Cash Cycle
- (e) ----- helps to satisfy customer by supporting companies to record issues and provide solutions.  
 (1) Warehousing Management (2) Information Technology  
 (3) Marketing Management (4) Infrastructure Service

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

- (a) Messages, Files and Images are exchanged through *E-Mail*.
- (b) Accenture is a KPO (Knowledge Process Outsourcing) company.
- (c) Leading E-Commerce organisation in India is Jio Mart.
- (d) Social Networking Site is one of the *Digital Marketing Channel*.
- (e) E-Catalogue is a *Brochure*.

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

	Column I		Column II
(a)	KPI	1	Real time
(b)	ERP	2	ALIBABA
(c)	Franchising	3	John McCarthy
(d)	Artificial intelligence	4	Metrics
(e)	Pay tm	5	Undertaking

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

- (a) SAAS (b) IFA (c) EBB (d) CAC (e) SDLC

## PART B

(30 marks)

(Attempt any 3. Each question carries 10 marks)

- Q. 5** (a) In the current scenario, what are the *Innovations* in E-Retailing - Explain? [5marks]  
(b) What are the key pillars of Industry 4.0? [5marks]
- Q. 6** (a) Explain the concept of *Digital Economy* with its components and characteristics? [5marks]  
(b) Explain the types of E-Commerce models? [5marks]
- Q. 7** (a) Explain the structure of Network Marketing and its advantages? [5marks]  
(b) Explain *Dwell Time Minimisation* in a supply chain? [5marks]
- Q.8** (a) Explain Logistics Acquisition and Production? [5marks]  
(b) Explain the role of *Franchising and Aggregators* in a business expansion? [5marks]
- Q. 9 Write Short Notes on any 2 from the Following: [2 x 5 = 10 marks]**
- (a) Distinction between a BPO and a KPO. (b) Difference between E-Commerce and M-Commerce.  
(c) Smart Factory. (d) Mobility-Mobile Technology  
(e) 3 important types of ERP.

## PART C

(20 Marks)

### Q. 10. Case study – Compulsory

BPO in India first began to take shape in the late 1980s. However, it wasn't until a few years later, in the wake of the country's economic liberalisation plan that IT and BPO services in India began to accelerate rapidly. Since then, India has become a powerhouse in the offshore ITES and BPO industry. Pramod Bhasin, the India head of G.E. hired Raman Roy and several of his management colleagues from American Express to start an enterprise called GECIS (GE Capital International Services), which was the first BPO in India. In India, Business Process Outsourcing (BPO) is the fastest growing segment of the ITES (Information Technology Enabled Services) industry. Factors such as economy of scale, business risk mitigation, cost advantage, utilization improvement and superior competency have all lead to the growth of the Indian BPO industry. Multinational companies continue to opt for call centre outsourcing when it comes to their various business functions to BPO companies in India, thanks to the South Asian country's expansive and growing pool of English-speaking information technology (IT) professionals and investor-friendly tax structure, among other factors. In other words, the BPO industry in India shows no signs of slowing down. The skilled labourers in India are scalable and flexible.

Another subset of BPO emerged known as KPO which is Knowledge Processing Outsourcing. While BPO primarily focuses on reducing costs and KPO focuses on providing knowledge-based services, such as data analytics and information technology to support core business functions. One of the most important benefits of BPO and KPO outsourcing is that it helps to lower the workload of Outsourcing organisations. Experts predict that the increasing global need for IT services will fuel the growth of BPO industry in India for the next three years and beyond. The KPO industry in India is one of the most sought-after in the whole world. As its name suggests, business process outsourcing is when businesses delegate their in-house digital processes to third-party providers. Overseas businesses choose an Indian BPO service provider over competitors, countries due to the following advantages: - Highly Skilled Workforce, Lower Operating Costs and Large Amount of English-speaking Manpower.

These factors contributed to its recent growth. By 2021, Indian companies were already responsible for 56 percent of the global business process outsourcing workload, with nearly three-fifths of revenue collected from call centre outsourcing and the remaining from data entry and other IT-related services. During the same period, India business process outsourcing was selected by U.S.-based companies as their preferred source of BPO services.

*Promising Growth of BPO Sector in India:* Market analysts predict the stellar financial numbers of the India business process outsourcing industry to continue rising in the coming years. The post-pandemic value of the growth in India is expected to reach \$8.8 billion by 2025 at a compound annual growth rate (CAGR) of 5.8 percent owing to simplified work-from-home requirements and other recently liberalised guidelines. In the near future, it is expected to receive increased volume and demand for old digital services and emerging work such as software-as-a-service (SaaS) and network security in support of growing technology-focused businesses and expanding data usage across the world.

#### Questions:

- (1) Why the World Prefers India as a Business Process Outsourcing hub? [4 marks]
- (2) What characteristics make India the leading figure in today's expanding BPO world? [4 marks]
- (3) Explain in detail the distinction between a BPO and a KPO? [4 marks]
- (4) What are the BPO and KPO business models with examples of Indian Companies? [4 marks]
- (5) Does the future growth of Indian industrial sector depend on Digital Economy-Explain its characteristics?

[4 marks]