



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Logistics & SCM

PAPER No.24 (enrolment code –CPS)

PAPER No. 19(enrolment code- PSM)

JUNE 2023

EMERGING TRENDS IN SUPPLY CHAIN MANAGEMENT& LOGISTICS

Date: -21.06.2023

Time: --2.00 pm to 5.00 p.m.

Max. Marks 70

Duration 3 hours

Instructions

1. Part A is compulsory. Each sub question carries one mark. Total marks-20
2. 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)

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

Q.1 Fill in the Blanks (5 Marks)

- a) The franchisor grants the franchisee the *exclusive rights* to use his ----- for a particular period.
- b) ----- technologies played a role in *societal transformation* by changing existing economic sectors.
- c) Modern method of *selling products* with the help of social communication networks is -----.
- d) The value that an organisation is getting from a long-term *customer relationship* is -----.
- e) The store that consists of all databases is known as -----.

Q.2 State TRUE or FALSE (5 Marks)

- a) eBay India is not an *online* shopping website.
- b) Big Data Analytics play a very important role in the *decision-making process*.
- c) Business Intelligence can handle large amounts of *data* that helps in identifying new opportunities.
- d) Amway is a *network* marketing company.
- e) Prime objective of installing ERP system is to *minimise* efficiency of the organisation by optimally utilising resources.

Q.3 Match the Following: (5 Marks)

	Column I		Column II
a	Industry 4.0	1	Business Aggregator Model
b	Block chain	2	BPO
c	Accenture	3	Cellular Technology
d	OLA	4	Cyber Physical Systems
e	Mobile Technology	5	Transparent and Controlled Transactions

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

- a) IFA
- b) IoS
- c) PLC
- d) AV
- e) KPO

PART B

(30 marks)

(Attempt any 3. Each question carries 10 marks)

Q. 5

- a) Explain the advantages and disadvantages of *franchising*? [5marks]
- b) Robots are one of the *key pillars* of Industry 4.0 – Discuss? [5marks]

Q. 6

- a) Explain the *decision phase* in supply chain management? [5marks]
- b) What are the advantages and disadvantages of BPO? [5marks]

Q. 7

- a) Explain the challenges of Industry 4.0? [5marks]
- b) What are the merits and demerits of digital economy? [5marks]

Q. 8

- a) What have you understood about *Industrial Revolution* – Explain in detail? [5marks]
- b) How to create value in a supply chain stream? [5marks]

Q. 9 - Write Short Notes on any 2 from the Following: [2 x 5 = 10 marks]

- a) Simulation.
- b) Smart Factory.
- c) Business Trend Analysis.
- d) Integrated Logistics System.

PART C

(20 Marks)

Q. 10. Case study – Compulsory

Founded by a professor and entrepreneur M. Mahadevan with a humble beginning in 1989, **Hot Breads** was one of the first bakery chains to disrupt the baking industry, bringing freshly baked breads to the retail market. By having seen through baking facilities, customers were drawn to the brand just by the smell of freshly baked goods. Even though began in Chennai it spread to whole South India and also went global from there. They grew by the concept of adding *partners* to the food chain to sell their products. Selecting the partners was strictly based on quality and marketing capability apart from financial stability. With more than 3 decades of baking experience, backed by a highly skilled team of world class confectioners, bakers and pastry chefs; Hot Breads has built around the passion and product ownership. From 2021 onwards they have started new *online cake shop*. By choosing from various varieties exhibited in the e-brochure baked products will be at the customer's door step. Another concept like *make your own cake* concept also brought out by this company. Here you can choose the ingredients and the product will be delivered either to you or to whom to be gifted by sharing the address. Tie up with courier agencies has also been done to see the products reach the customer without any damage and reach fast so as the freshness will remain. After the success of the above, they have formed another retail company Advantage Foods Pvt Ltd. (AFPL) in the organised Food & Beverage sector. AFPL has ties to over 150+ retail F&B outlets across multiple formats such as bakeries, cafes, fine dining restaurants and cloud kitchens.

Questions:

- 1) Explain the concept of *franchising* based on the above case?
- 2) What are the e-commerce models practiced by this company?
- 3) What is the *Network Marketing* concept you have understood from this case?
- 4) What e-retailing practice is adopted and what *personalised customer experience* they offer?