



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

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

June 2023

Emerging Trends in MM

Date : 21.06.2023
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 outof 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 Select the right answers from the given choices **[5 marks]**

- 1) IOT involves the usage of -----that are capable of understanding the human movement in the environment
a. Sensors b. Modems c. Switches
- 2) E - retailing is a form of electronic commerce that allows customers to directly purchase from the seller thro'-----
a. Internet b. Intranet c. Franchise
- 3) In a _____type of business model, consumers conduct business with each other directly
a. C2C b. B2C c. B2B
- 4) A kind of business transaction that is completed through the internet and electronic system is known as-----
a. network marketing b. E- commerce c. Retail marketing
- 5) Big data, interconnected machine, connected devices, cyber-physical systems, cloud computing and IOT are the key pillars of-----
a. Industry 2.0 b. Industry 3.0 c. Industry 4.0

Q.2. State True or False **[5 marks]**

- 1) Outsourcing refers to an organisation entering into a contract with another organisation to operate and manage one its business process
- 2) Digital marketing is a form of marketing that links consumers with sellers electronically using interactive technology
- 3) Artificial intelligence (AI) is the science and engineering of making intelligent machines, especially intelligent computer programs.
- 4) Financial metrics monitors the productivity performance of HR team and resolves issues as they emerge
- 5) E commerce excludes all kinds of electronic commercial activities, such as use of the internet and mobile phones

Q.3 Abbreviations – expand it **[5 marks]**

- 1) KPO 2)BPO 3) B2C 4)ICT 5) AI

Q.4 Fill in the blank **[5 marks]**

- 1) Organizations are in the middle of a revolutionary transformation as the competition is shifting from Industrial age to-----
- 2.The_____ determines the price , quality and reliability of the products

3. In the information age-----become scarce and the most crucial and expensive economic resource
4. Execution of JIT and lean management results in decreasing the -----and also reduce the cost
5. JIT concept was by -----along with Mr. Ohno.

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

- Q.5 a)** Explain briefly the Industry 4.0 environment **[5 marks]**
b) Explain key pillars of Industry 4.0) **[5 marks]**
- Q. 6. a)** Briefly describe functioning of a smart factory? **[5 marks]**
b) Discuss the meaning of disruptive technologies **[5 marks]**
- Q.7.a)** Explain the concept of **FIFO and FEFO** with respect to perishable goods **[5 marks]**
b) Explain the importance of ABC analysis in controlling Inventory **[5 marks]**
- Q.8. a)** Why organisation need VRM(Vendor Risk Management) **[5 marks]**
b) Explain different types of purchasing Policies **[5 marks]**
- Q.9 Write short notes on any two [2 x 5 = 10 marks]**
- a) IoS. (Internet of services). b) Types of Material handling equipment
c) Cost reduction techniques .d) Role of purchase department

PART C **(20 marks)**

Q. 10. Case study – Compulsory

In today's business world is very vast and challenging. Due to this may companies are downsizing /outsourcing.

A consulting company XYZ based at Cochin provides professional **BPO** services in various domains including Accounting and Financing. The company also explained their presence to Insurance claim processing, Risk management and tax consulting. The organisation offers a broad range of BPO services in Indian and abroad driven by operational excellence and cost effectiveness

Verticals offered by XYZ are the following .

- a) business strategy and operation strategy
- b) technology, business and management consulting
- b) Digital marketing and analytics
- d) Branding and web design

The company offers clients a value driven approach to BPO by providing innovative industry insights to elevate the clients performance. They gained a competitive advantage by providing supporting services to its clients in various areas

Benefits derived by the clients are Reduced costs, efficiency improvement, improved service quality and customer service and improving controls. The company has succeeded in adding value to various clients. some of their clients claims that they are able to mange their business by employing 6% on regular employment and balance 94% as contractual by awarding BPO contracts XYZ company also provide a wide range of services that played an important role in horizontal and vertical expansion of the company as BPO.

XYZ's transformational services are appreciated by the clients. These services include creating alignment between clients business processes and their overall corporate performance. Apart from that, the organisation ensures creating greater synergy between corporate strategy and execution. The above factors has influenced the **XYZ's** performance and they became the preferred partner for many companies

1. Explain the concept of BPO with examples
2. What are the business models of BPO
3. What are the transactional outsourcing services provided by XYZ
4. What are the benefits derived by the clients of XYZ