



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Materials Management- 2 years

June 2024

PAPER No.24 (enrolment code –CPM)

PAPER No. 19 (enrolment code- PMM, CMM) [OFFLINE EXAM]

Emerging Trends in MM

Date : 20.06.2024

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

Max. Marks : 70

Duration : 3 Hrs.

Instructions:

- From Part A – answer all questions (compulsory). Each sub questions carries 1 mark. **Total : 20 Marks**
- From Part B – Answer any 3 questions outof 5 questions. Each question carries 10 marks. **Total : 30 Marks**
- 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 appropriate option.

[5 marks]

- E-retailing isa form of electronic commerce that allows consumers to directly purchase products from a seller through the ----- :
 - Company's website
 - Network marketing
 - Internet
 - A retailer
- Knowledge process outsourcing generally includes the following processes **EXCEPT**:
 - Legal support services
 - Telemarketing
 - Market research
 - Financial and investment analysis.
- Any kind of commercial transaction that is completed through the internet is known as
 - E commerce
 - B2B
 - C2C
 - M-commerce
- Internet of Services uses internet to create value in the ----- area.
 - Service sector
 - Public sector
 - Private sector
 - E-commerce
- Digital purchase order software allows users to create and send purchase orders using ----- technologies.
 - ERP based
 - Cloud based
 - Bar code based
 - RFID bsed

Q. 2. State True or False

[5 marks]

- In franchising, the franchisee pays a certain fee to the franchiser to acquire the right for running a business system and pay a certain percentage of the realized sales.
- The services provided by a KPO include customer care
- The role of distributors in digital marketing is similar to that of an insurance agent.
- Office stationery items are termed as MRO inventory.
- Indirect material costs refer to cost of inputs that go directly into final products.

Q. 3. Match the following:

[5 marks]

	Column A		Column B
A	Network Marketing	1	Amway
B	Service aggregator	2	Right to use intellectual property
C	Network Marketing	3	Uber
D	Industry 4.0	4	Tupperware
E	Franchise	5	Cloud computing

Q.4. Expand the following:

[5 marks]

- a) RPA b) BI c) CAC d) IoT e) CPS

PART B

(Total 30 marks)

(Answer any three. Each question carries 10 marks)

Q.5. a) What is E retailing? What are the components of E-retailing?

[5 marks]

b) What is Business Process Outsourcing? Why do organizations resort to outsourcing of their business processes? Give a few examples of business processes that are commonly outsourced by organizations.

[5 marks]

Q.6. a) Explain the concept of Franchising. What are its features?

[5 marks]

b) What do you understand by the terms “E-commerce” and “M-commerce”? Explain the differences between the two modes of doing business.

[5 marks]

Q.7. a) Digital Purchase Order ensures transparency in the procurement process. Explain this statement and discuss how this system helps in the purchase order and other related processes in a transparent manner.

[5 marks]

b) Industry 4.0 is responsible for connecting suppliers, manufacturers, and customers into a virtually integrated value chain. Explain how the concept of Industry 4.0 has made this possible.

[5 marks]

Q.8. a) Explain the development of autonomous vehicles (AVs) and its benefits.

[5 marks]

b) Explain the concept of Strategic Material Planning and the factors, which influence this.

[5 marks]

Q.9. Write Short Notes any two.

[2 x 5 =10 marks]

A) Smart Factory

B) Disruptive Technologies

C) Material cost reduction technique

D) Vendor Risk Management

PART C

[20 marks]

Q.10 Case Study (compulsory)

M/s Fortune India Ltd was established in 1990 having its corporate office in Mumbai manufacturing “Smile” toothpaste at Mumbai. The Company had turnover of Rs 100 crores by 1995. The Marketing Manager launched two new Toothpastes in 1996. In 1997, they launched ‘Smile’ Toothbrush, by outsourcing it from Daman. In 1998, company took over a cosmetics unit and extended its product lines to Talcum Powder, Cold Cream, and Fairness Cream. The company crossed turnover of 300 crores in 2000 and Rs 500 crores in 2005.

As the competition was growing in the domestic market, Company started importing Air Fresheners, and other items from China to reduce cost. The CEO sensed great opportunity for its products in export market and decided to export its products and also manufacture Private labels for foreign companies in India. Company sales have been rapidly increasing throughout the country and abroad. There have been clashes between Purchase, Production and Marketing and Finance every month over non-availability of products, excess inventory, payment etc. The company has been carrying out business traditionally.

The company has approached you as the expert in Materials profession to advise the company on the following:

- a) What should be broad structure of the Materials Department?
- b) Whether it should have centralized or decentralized Materials Department?
- c) How to group the activities in the Materials Department so that Company can benefit.
- d) How to improve purchasing system, MIS
- e) Design a Monthly Report to be submitted by Materials Head to CEO
