EMERGING TRENDS IN LOGISTICS & SUPPLY CHAIN MANAGEMENT

Date: 25.06.2025
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.**   **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.)

Q.1 Fill in the Blanks (5 Marks)

`   a) Using the Internet for creating value in the area of service sector is called _____

b) An invention that changes the way things are being done currently is called _____ technology

c) Ecommerce model where transaction occurs between the business and it's customer is called _____

d) The ratio of time an item in inventory is in storage to the time it is in usage to fulfil the supply chain

objectives is called _____ time

e) Concept of machines having human intelligence is called _____

Q.2 State TRUE or FALSE (5 Marks)

a)   Higher the inventory turnover, lower is the cash conversion
b)   Business trend analysis cannot help in benchmarking our business
c)   Converting decisions into numbers is called digitisation
d)   Movies being promoted by word of mouth publicity is an example of network marketing
e)   "Work from home" is same as telecommuting

Q.3 Match the Following: (5 Marks)

	Column I		Column II
a	Industrial Revolution 3	1	Medical coding and billing
b	Cash spin	2	Changes the way of doing things
c	Disruptive technology	3	Liquidation of idle assets
d	Franchisee	4	Invention of Programmable Logic controllers
e	Offshore outsourcing	5	Licensing fees

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

(i) CPS   (ii) SaaS   (iii) C2B   (iv) SDLC   (v) PDA

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

Q. 5 a) What do you understand by the term "Industrial Revolution. Explain   **[5marks]**

   b) Explain the Consumer to consumer E-commerce model with examples?   **[5marks]**

Q. 6 a) Business trends are influenced not only by economic factors, but also by political and socio-cultural

   factors". Is it true or false? Explain why you think so   **[5marks]**

   b) Differentiate between horizontal Integration and Vertical Integration **[5marks]**

Q. 7 a) Explain any THREE emerging global trends in supply chain Management **5marks]**

   b) Today, robots have replaced manpower in many shop floors. What advantages do advanced robots

   bring?   **[5marks]**

Q. 8 a) Explain the concept of "Aggregator", in the context of "In shorts", a news aggregator and content

   distribution company based in India? What are the advantages of being an aggregator? **[5marks]**

   b) Analytics help decision makers make data driven decisions. Write a note on the different forms of

   supply chain analytics.   **[5marks]**

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

   a) Disruptive Technology   b)Service aggregator
   c) Smart factory   d) Block chain

PART C   (20 Marks)

Q. 10. Case study – Compulsory

International Expresso giant, Starbucks was in the midst of overhauling it's supply chain management system. Initially, Starbucks chose a best-of-breed approach over an integrated ERP, where companies handpick the best software product for each piece of the supply chain process. It faced several hurdles – extended vendor evaluation period, complex software integration hurdles, version control problems etc.

Starbucks has a 9-piece plan. By 2000, the only real technology Starbucks was using was a merchandise management system called JDA software, running on AS/400. Forecasting, making of Bills of Materials, scheduling etc were still manual.

Starbucks realised that it was spending more than it should, to support the supply chain.

 Questions:

1) Identify the problem (**5 marks)**
2) Why do you think Starbucks chose a 9-piece plan instead of an integrated ERP? (**5 marks)**
3) Explain any TWO types of ERP systems (**5 marks)**
4) Explain very briefly, the phases in a System Development Life cycle for designing the information system in an organisation (**5 marks)**