



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

NHQ- Education Wing

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Phone: 022-27571022 Telefax: 022-27565741

(PGDL&SCM - 2 years course)

Assignments for July - Dec 2024 Session

(course code CSM/ PSM)

IMPORTANT POINTS TO BE NOTED BY THE STUDENT:

1. Write your Name, Roll. No. on the answer sheet along with Session i.e. **July - Dec 2024**

Each page of assignment must bear the roll number, semester number Name at top of each page and student's signature at the bottom of each sheet, without which assignments will be rejected (sample is attached)

2. Submission of assignments is compulsory and marks obtained in assignments carry **30% weightage** in the final result.

3. Students are required to secure 50% marks in assignments to pass the examination.

4. Each subject will have one assignment..

5. Assignments must be written by the students in their own good hand writing and one copy of the same be retained with them to avoid inconvenience in the event of misplacement / loss of the same in transit.

6. The answers should be brief to the point and relevant to the questions given in the assignment. Do not reproduce your answers from the study materials sent to you.

7. Problems/queries with regard to assignments, if any, are to be discussed with respective branch/NHQ and during the contact classes.

8. **Write your answers on the attached sample answer sheets only**

9. Assignments must be send to IIMM NHQ Education Wing by **31st October, 2024** by email in PDF format to **iimassignments@gmail.com**. It must not be shared through Google drive. If the file size is big send separate mails.

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PGDL & SCM - 2years

(Semester 3)

Assignments for July - Dec 2024 Session

(course code : CSM/PSM)

PAPER - 11

Purchase Management

TOTAL MARKS 30

Question No.1

Marks 15

Chitale Bandhu, is a very famous name in Pune for sweets, milk products, namkin and snacks. It was started in 1939 by its founder Bhaskar Chitale. Chitale Bandhu is known for its quality products. Currently they are operating in 6 cities in Maharashtra, its headquarter is at Pune. They would like to expand business all over India. You are required to advise them on the following:

Questions :

- Q 1. A) What is suitable centralization or decentralization of Purchase Department? Why?
B) What Purchasing Strategies you will recommend ?
c) What will be role of Purchase Department in improving quality of products?

(Read Chapter No 1, 4 and 5)

Question No.2

Marks 15

- A) How you will determine Right Price of Material?
B) How you will reduce purchasing cost ?
C) Prepare an annual contract for purchase of 100 mt Soda Ash per annum. Price Rs 30 per kg
Plus Taxes, Transportation for delivery at New Delhi. Make necessary assumptions.

(Refer Chapter No 7, 8 and 9)

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PGDL & SCM - 2 years

(Semester 3)

Assignments for July - Dec 2024 Session

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PAPER - 12

Inventory Management

TOTAL MARKS 30

Question No.1

Marks 15

- a) Explain principles of Inventory Forecasting?
- b) Explain Inventory carrying costs?
- c) Inventory control using JIT?

(Read chapter 3, 10, 6)

Question No.2

Marks 15

Grooveline is a T-shirt manufacturing organisation based in Indonesia that supplies T-shirts based on customers' orders in terms of design, colour, printed images, fabrics and size. The organisation's aim is to fulfil customers' orders on time. However, this objective is inhibited by organisation's inability to make a production plan to meet the customers' demand in the right quantity and at the right time. This case study analyses whether MRP can be suitable to design an effective purchasing order.

The organisation has MRP method in use, Data Analysis, Master Production Schedule(MPS), Bill Of Materials (BOM), Lead Time, Time-Phased Product Structure, Gross Material Requirement Plan, Cost Comparison Systems In Place.

QUESTIONS:

1. Why did the organisation want to implement the MRP method? What benefits did it expect by applying it in production process?
2. Define MPS. What was the demand for the product in September in 2014?
3. What is BOM? How does it differ for the processing of different products? What do the different levels of BOM indicates?
4. What is time-phased product structure? Why is it important?
5. If the organisation had implemented MRP, then in which month of 2014 would it have saved the maximum cost?

(Read chapter 4)

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PAPER - 13

Supply Chain Management

TOTAL MARKS 30

Question No.1

Marks 15

Supply Chain deals with each and every decision that is made by an organization in the delivery of goods and services to the respective customers. Supply chain capabilities are influenced by the drivers of supply chain. There are two broad approaches to structuring a supply chain – Lean SCM and Agile SCM.

In the context of the above, answer the following questions.

- Explain briefly the various levels of Supply Chain Management (SCM).
- What do you understand by “Supply Chain Drivers”? explain with a neat diagram, the different types of supply chain drivers and the role played by them in developing supply chain capabilities.
- Explain the principles of Lean SCM.

(Read Chapters 2 to 5)

Question No.2

Marks 15

Truck Manufacturing Company (TMC) is a medium sized specialised Light Commercial truck body manufacturer located in South India. TMC has an annual turnover of more than Rs. 500 cr. These trucks are well received in the market. TMC has about 30 vendors located within a radius of 200 km. the remaining vendors (5 more) are spread across the country. The following features are applicable for TMC

- Manufactures 20% of its final product, components and sub-assemblies to stock
- Builds most final assemblies of major items to order. The competitive strength of TMC lies in its ability to produce high quality final products with engineering modifications to customer's specification. TMC has software by which design changes are incorporated into production plan
- Has approximately 500 shop employees, 15 departments, and 10 distributors where final mounting truck bodies on chassis has sometimes been performed
- Annually sells 25-50% of its product to the export market (in Nepal, Bhutan, and Sri Lanka etc.)
- Experiences problems with delayed delivery from chassis manufacturer when truck bodies are mounted on the chassis at the plant. Often the delivery time is the contentious issue
- Has wandering bottlenecks in the plant and in engineering as the mix of orders and order processing shifts. Sometimes customers (especially institutional) also keep changing their requirements. These are difficult to handle at the last minute

Concerns:

- Information
- Distribution
- Performance Measurement

Questions:

- Highlight on the complexity of managing SCM function for TMC
- Suggest architecture for the Management Information System. Your architecture must include information flow., material flow, and money flow between various entities
- Prepare a list of databases required and also specify fields required under each database

(Read Chapters 9 to 11).

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PAPER - 14

Logistics & Warehousing Management

TOTAL MARKS 30

(Students should go through the chapter 1, 4 and 5 before answering the questions below)

Question 1

[15 Marks]

M/s Storewell Solutions were running a small warehouse for the use of a customer. This venture was successful and they had ideas of expanding their operations not only in warehousing but to provide complete logistics solutions to its customers. In order to establish such an enterprise, it was essential they understood all the components of logistics and its role in supply chain management. Transportation being one of the cost components in logistics, M/s Storewell Solutions understood the need for containers in order to improve the efficiency and economics in transportation. Being close to a Container Freight Station was a definite advantage with the use of containers.

- a) Help M/s Storewell solutions to identify all the components of logistics and their activities carried out by these components with a block diagram
- b) What kind of benefits did M/s Storewell Solutions envisage by the use of containers in transportation?
- c) What kind of benefits did M/s Storewell Solutions envisage with the nearness of the CFS?

(Students should go through the chapter 7, 11 and 12 before answering the questions below)

Question 2

[15 Marks]

Though M/s Storewell Solutions have been in the warehousing business, they wanted to upgrade and improve the efficiency of warehousing operations. They considered both the options of having a centralized warehouse or a distributed setup and carried out an exercise to identify the strengths and weakness of this arrangement and the factors to be considered in finalizing the strategy for the warehouse location and the number of warehouses required as they will require additional warehouse space for the expansion of their operations. The present warehouse has no scope for expansion. A new warehouse needs to be created. During the design phase of the warehouse all the safety features have to be taken care to prevent the occurrence of accidents. An all-round approach to setup a proper logistics company will provide them with an edge in operations.

- a) What are the factors that have to be analyzed while deciding on the location of the warehouse?
- b) What are the steps in the risk assessment has to be carried out in order to prevent the occurrence of accidents in the warehouse by M/s Storewell Solutions Inc.?
- c) What is the outcome of the study comparing the centralized and the distributed warehouse models?

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PGDL & SCM - 2years

(Semester 3)

Assignments for July - Dec 2024 Session

(course code : CSM/ PSM)

PAPER - 15

Packaging & Distribution Management

TOTAL MARKS 30

Students should go through the chapter 1 and 3 before answering the questions below

Question No 1

Marks(3 x 5 = 15)

M/s Five Star Inc. are a consumer goods manufacturing company. Recently they have noticed an increase in the packing and transportation cost due to non-uniform packing. They hired a consultant who suggested reducing the packing to three uniform sizes to take care of transportation, retail distribution and consumer requirement. This helped them to reduce the cost of packing as well as the transportation cost. The consultant gave a few additional suggestions since the company was using an utility packing. He assured an increase in sales with the adoption of a modified packaging. The consultant had identified multiple reasons in logistics, that, if planned correctly can reduce the cost of transportation and logistics.

- a) What is the uniform packaging suggested by the consultant? Explain the reasons.
- b) What are the important aspects that must form part of the packaging in order to increase the sales of the product?
- c) What were the factors that played an important role in logistics as identified by the consultant?

Students should go through the chapter7, 8and 12 before answering the questions below

Question No 2

Marks (3 x 5 = 15)

M/s Five Star Inc. was using the services of multiple agencies and facilities in their distribution services to reach their products to the ultimate consumers. In the initial stages of product introduction multiple agencies and their services were hired for both distribution and product promotion. M/s Five Star Inc. felt the need to revisit and arrive at and retain only the essential agencies which they felt will also reduce the cost. M/s Five Star Inc. were fully aware of the important role played by the distribution network and they knew that they cannot sacrifice any of the contribution made by the distribution network while taking up the revamping exercise of the distribution agencies and the related cost. M/s Five Star Inc. understood the factors that play an important role in the choice and design of the distribution channel. All the efforts that are being targeted for improvement is expected to improve the operating performance of M/s Five Star Inc.

- a) Who are the agencies who are part of the distribution network and what is the role played by each of them?
- b) Explain briefly each of the important contributions made by the distribution network that were important in the views of M/s Five Star Inc.
- c) What were the factors as understood by M/s Five Star Inc. that influence the distribution channel's choice?

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PGDL & SCM - 2years

(Semester 4)

Assignments for July - Dec 2024 Session

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PAPER - 16

Entrepreneurship

TOTAL MARKS 30

Question.1

[15 Marks]

Entrepreneurs are the backbone of any economy. It is the responsibility of every nation to ensure economic development to improve standard of living of the people and eliminate poverty by generating employment opportunities

1. a) Explain 5 steps of an entrepreneurial process and explain each step
b) Explain financial feasibility study
2. a) Describe Internal and external motivating factors for an entrepreneur
b) Explain different forms of business ownership and elaborate how to select an appropriate business form

Read Chapter 1 to 7

Question 2

[15 Marks]

Case study

CRAB _ a creative Network solution company , formed by three young entrepreneurs in the year 2020. They started with the cutting edge of user experience in Branding, Web design and Digital Marketing. Mr. Anirudh, a graduate Mechanical engineer (worked as a business analyst for more than a decade) is the CEO of the company He takes a unique approach to innovation and business ideas. He saw an interesting opportunity in applying the teams knowledge and expertise in developing various needs of the customer. These insights slowly worked their way to business plans and ultimately into an operating business.

It was not the idea, inspiration or even the technology that defined the business. It was the team spirit starting with general idea of where they wanted to go, they built a team and the let the team find its own way. They wanted to focus on building the best team which can pivot and create new value when confronted with obstacles. Since a low amount of capital available with them to build up start ups they tapped into their network. Starting with available resources in the initial months and with revenue they brought in, they began to refine their processes and ideas over a period of time.

Over a period of three years, strength of company has increased to 25 and sales turn over started improving. But cash inflows were affected as the customers started delaying their payment, putting the company into financial difficulties.

They approached the bank for getting OD limits sanctioned, which was rejected by bank saying that you have not finished two years of operariion. Angel investment and crowd funding agencies are not ready to invest in service industry.

QUESTIONS

1. What are the qualities required for a entrepreneur
2. what are the strength of the company
3. How they managed the funding in the initial stages
4. what are the suggestions to improve the company's financial position
5. General funding options available in the market.

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PAPER - 17

Research Methodology

TOTAL MARKS 30

[15 Marks]

Question.1

A research design is needed because it enables the smooth functioning of various research operations. Sampling design is a component of research design and it decides the population to be studied and also deals with the method of selecting samples for research. Sampling is the process of choosing a subset of subject matter from the whole population for the purpose of conducting research. Measurement and scaling are essential parts of a research study. In this context answer the following questions:

- Discuss the various components that constitute a research design and explain the important concepts related to research design.
- Explain with a neat diagram the various steps involved in the sampling design process. What are the characteristics of a good sampling design?
- Discuss the various types of measurement scales used in research study.

(Read chapters 3,4, and 5).

Question 2

[15 Marks]

A municipal corporation wishes to improve the liking of its residents towards the locality. Research is conducted in which the liking is measured on 11-point scale (1 – do not like the city, 11-very much like the city), and the period of residence is measured in terms of the number of years the respondents have lived in the city. In the pre-test of 12 respondents, the data, as shown in the table, are obtained.

Respondent	Liking towards the city	Duration of residence
1	6	10
2	9	12
3	8	12
4	3	4
5	10	12
6	4	6
7	5	8
8	2	2
9	11	18
10	9	9
11	10	17
12	2	2

Determine with help of correlation if the municipal corporation should design new strategies to improve the liking of residents towards the locality.

- What do you understand by the term “Parametric Tests”? briefly discuss the different types of parametric tests.
- What are “Non-parametric Tests”? explain briefly about the different types of non-parametric tests.

(Read chapters 8 to 11).

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PGDL & SCM - 2years

(Semester 4)

Assignments for July - Dec 2024 Session

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PAPER - 18

Advanced SCM & L

TOTAL MARKS 30

Question.1

[15 Marks]

Students should go through the chapter 1, 2 and 3 before answering the questions below

M/s Mechanical Engineering works are manufacturers of electrical and mechanical components used in the automotive sector. The growth in the automobile sector has attracted a multitude of players and in spite of the growing competition M/s Mechanical Engineers have been able to stay ahead. They felt the need to improve their efficiency and competitiveness in order to stay ahead of the competition. They have been making constant improvements but it was not yielding the desired results. A few of the top flight executives were deputed to understand and implement the concept of Supply Chain Management in their organization. The executives understood the importance of managing the multiple drivers that were the components of supply chain. The executives understood the objectives and the importance of SCM which was their main objective as they had to implement it in their organization. These executives understood the importance of an accurate demand forecasting (as accurate as possible) in order to succeed.

- a) Name the drivers of the supply chain identified by the executives and identify the role of each of them.
- b) How was the objective of supply chain similar to the objectives of SCM and why were they important?
- c) Explain the role of demand forecasting as understood by the executives. Explain each of the qualitative and quantitative techniques learned by the executives.

Question.2

[15 Marks]

Students should go through the chapter 5, 7 and 8 before answering the questions below

The executives of Mechanical Engineering Works understood the complexities of supply chain management and felt the need for alliances in supplies in order to reduce the requirement of capital investment. In addition to reduction in capital investment the need was felt for revitalizing the distribution network to reach the end consumers. All factors that play a role in the efficient operation of the distribution of the product need to be taken into account while designing the network. The executives of M/s Mechanical Engineering Works understood the importance of the parameters that are essential for the successful design of the supply chain network. They are confident that the effort put in to understand the concept of SCM will help them in the long run.

- a) What types of strategic alliance were available as an option for the Executives of M/s Mechanical Engineering Works. Explain briefly each of them.
- b) What are the factors that ensure that creation of an efficient distribution network for the products to the end customers?
- c) What are the parameters that play an important role in the design of the supply chain process?

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(Semester 4)

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PAPER - 19

Emerging Trends in SCM & Logistics

TOTAL MARKS 30

Question.1

[15 Marks]

Students should go through the chapter 7, 9 and 10 before answering the questions below

M/s Modern Electronics is a company manufacturing entertainment electronic product that have a good market appreciation and are being exported as well. The company wants to expand its operations into industrial electronics. In order to make a successful foray into this field the company requires to improve its efficiency and cost competitiveness. They have understood that cost competitiveness and efficiency cannot be achieved by incremental efforts and a thorough overhaul is required in the manufacturing segment. M/s Modern Electronics need to relook at all aspects of manufacturing and this needs to be carried out with a proper design. The manufacturing needs to be designed in such a way that value addition takes place at all the stages of operation in the organization

- Name and explain the technologies behind the emergence of Industry 4.0
- What are the different kinds of systems and principles that are essential for the design of Industry 4.0?
- Explain with a diagram, the value chain model of supply chain management

Question.2

[15 Marks]

Students should go through the chapter 1, 2 and 4 before answering the questions below

With these ideas in mind, if they have to succeed in their expansion operation, M/s Modern Electronics were clear that they need to identify and target the markets for the additional production. They understood the changes and trends in the way business is being carried out. While carrying out the expansion plans M/s Modern Electronics are clear that they will have to focus only on the core activities. In order to carry out widespread marketing efforts the manpower and expenses would sky rocket. M/s Modern Electronics needs to identify alternate efforts to achieve the same results but with lesser expenditure. The concept in marketing M/s Modern Electronics had in mind was to handle a few agencies who have extensive customer reach. This would help them to reach out to a large customer base.

- Explain the new trends in the way business is carried out. Identify the advantages of carrying out the market trends in the industry sector.
- What kind of non-core activities can be targeted by M/s Modern Electronics for alternative approach. What will be the end objectives that are required to be achieved by this method?
- What is the alternative marketing concept identified by M/s Modern Electronics and what are its characteristics? Use a diagram to explain the concept.

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strikeout whichever is not applicable

ASSIGNMENT ANSWERSHEET

Roll.No. Course

Name

Assignments for Semester (Month of Exam)

Paper No. Subject:

For office use only :

Marks Allotted _____

(Maximum marks 30 Minimum Marks 15)

Name of Evaluator

Signature of Evaluator

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1. This cover page must be attached to each assignment answer sheet

2. Each page of assignment must bear the roll number, name and sign of the student, without which assignments will be rejected

Signature of student

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