NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)
MBA
SEM: III - THEORY EXAMINATION (2024- 2025)
Subject: E-Commerce & Retail Supply Chain

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*
1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice
Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be
evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

1-a.   Name the Ecommerce business model where the sellers are not traditional   1
        businesses but buyer and seller offer a convenient way to buy and sell products
        and services online. (CO1,K2)

   (a) B2B
   (b) B2C
   (c) C2C
   (d) B2A

1-b.   The set of business processes required to purchase goods and services is known   1
        as (CO1,K2)

   (a) Cycle inventory.
   (b) Safety inventory.
   (c) Seasonal inventory.
   (d) Sourcing.

1-c.   The interaction between a customer and a retailer is primarily in terms of three   1
        flows. Which of these items is NOT one of the flows? (CO2,K2)

   (a) Information
   (b) Product
   (c) Funds
   (d) Contracts

1-d.   Quick commerce is a model where service to customer is expected within, (CO2,K1)   1

(a)   Next day

(b)   Same day

(c)   Shorter times

(d)   All of the above

1-e.   Reverse logistics plays significant role in automobile industry, (CO3,K3)   1

(a)   Salvage of parts from end-of-life vehicles

(b)   Remanufacturing of used parts

(c)   Product recalls due to defective designs

(d)   All of the above

1-f.   Facilities that handle the goods through the network like a warehouse is viewed as (CO3,K3)   1

(a)   Nodes

(b)   Arcs

(c)   Network

(d)   All of the above

1-g.   The process included in the replenishment cycle includes (CO4,K2)   1

(a)   Order arrival.

(b)   Production scheduling.

(c)   Retail sale.

(d)   Manufacturing.

1-h.   Freight forwarding companies specialize in (CO4,K3)   1

(a)   Arranging storage, transportation and delivery of goods

(b)   Acts as intermediatory

(c)   Coordinate movement of goods whether by air, land or sea

(d)   All the above

1-i.   A labor dispute is a risk driver to be considered during network design. What category does a "labor dispute" belong to? (CO5,K4)   1

(a)   Disruptions

(b)   Inventory risk

(c)   Systems risk

(d)   Capacity risk

1-j.   The ability to produce a variety of products within a short period of time is called (CO5,K2)   1

(a)   Modular flexibility.

(b)   Chained flexibility.

(c)   Volume flexibility.

      (d)   Mix flexibility.

2. Attempt all parts:-

2.a.	Write a brief note on Ecommerce. (CO1,K2)	2
2.b.	Explain what does inventory management for ecommerce business mean.(CO2,K4)	2
2.c.	Describe the activities that are performed under sourcing and return of goods component of any supply chain management? (CO3,K4)	2
2.d.	Write an implemented case of last mile delivery. (CO4,K2)	2
2.e.	Name the three actions that can be critical to building resilient supply chain. (CO5,K3)	2

SECTION-B   30

3. Answer any <u>five</u> of the following:-

3-a.	Explain the business model of the Q-commerce platforms. (CO1,K3)	6
3-b.	Differentiate between Hyperlocal Delivery vis-s-vis Last-Mile delivery. (CO1,K4)	6
3-c.	Describe the six components of supply chain management. (CO2,K3)	6
3-d.	Discuss operational strategies for a global supply chain? (CO2,K4)	6
3.e.	Explain the need for reverse logistics. (CO3,K4)	6
3.f.	Discuss the differences of push and pull supply chain processes.(CO4,K4)	6
3.g.	Climate change impacts supply chain. Explain. (CO5,K3)	6

SECTION-C   50

4. Answer any <u>one</u> of the following:-

4-a.	An online ecommerce company has announced the opening of convenience stores. The local traditional retail channels are worried. As a supply chain expert explain how both can complement each other. (CO1,K4)	10
4-b.	Describe any four ways that a supply chain can help reduce the impact of uncertain demand and which is most appropriate to use. (CO1,K3)	10

5. Answer any <u>one</u> of the following:-

5-a.	As a supply chain officer, you are assigned with a job of choosing a right inventory management software for your company. What kind of questions would be asked by your team for making the right choice? (CO2,K4)	10
5-b.	Discuss why should an online channel such as Amazon build more warehouses as its sales volume grows. (CO2,K3)	10

6. Answer any <u>one</u> of the following:-

6-a.	Starbucks, was forced to focus on local sustainability of its supply sources, justify why the company took such a decision? (CO3,K3)	10
6-b.	Discuss the role of IT in the success of reverse logistics (CO3,K4)	10

7. Answer any <u>one</u> of the following:-

7-a.	Amazon has opened bookstores. How can these traditional retail channels	10

networks allow Amazon to complement its online channel effectively? (CO4,K3)

7-b.   Dell was initially very successful through online network channel in the computer hardware industry compared with the third-party retailers. However, over time the shift is seen towards the third-party retailers. Can you explain such change of network for business over time? (CO4,K4)   10

8. Answer any <u>one</u> of the following:-

8-a.   Zara has a sourcing strategy that varies by product type. For basic products such as white T-shirts the strategy is outsourcing while for trendy products it is insourcing. Can you explain? (CO5,K3)   10

8-b.   During annual network design conference your team leader wated to understand the capability of the team and select few officers for a short foreign trip negotiation with a basic mix-and-match game. Below are some Supply chain risk category and risk drivers to be matched. Category: Systems risk, Disruptions, Delays, Forecast risk, Procurement risk, Inventory risk, and Capacity risk. Risk drivers: (A) Capacity flexibility, (B) Inventory holding cost, (C) Seasonality, (D) Inflexibility of supply source, (E) Information infrastructure breakdown, (F) Natural disaster (G) Exchange rate risk. Do you think you will be successful? (CO5,K4)   10