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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: VIII - THEORY EXAMINATION (2025 - 2026)

Subject: E-Commerce & Retail Supply Chain

Time: 2.5 Hours

Max. Marks: 60

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

15

1. Attempt all parts:-

- | | | |
|-------|---------------------------------------|---|
| (1.1) | Which is a payment method?(CO1,K1) | 1 |
| | (a) Credit card | |
| | (b) Warehouse | |
| | (c) Delivery | |
| | (d) Packing | |
| (1.2) | Automation reduces:(CO2,K1) | 1 |
| | (a) Efficiency | |
| | (b) Errors | |
| | (c) Speed | |
| | (d) Quality | |
| (1.3) | Blockchain provides:(CO3,K1) | 1 |
| | (a) Security | |
| | (b) Risk | |
| | (c) Delay | |
| | (d) Loss | |
| (1.4) | Hub-and-spoke model includes:(CO4,K1) | 1 |
| | (a) Multiple hubs | |
| | (b) Central hub with spokes | |
| | (c) No hub | |
| | (d) Only routes | |
| (1.5) | Climate risk affects:(CO5,K1) | 1 |

- (a) Supply chain
- (b) Demand
- (c) Price
- (d) Cost

2. Attempt all parts:-

- | | | |
|-------|--|---|
| (2.1) | List two features of E-commerce business models.(CO1,K1) | 2 |
| (2.2) | Explain demand forecasting.(CO2,K2) | 2 |
| (2.3) | Name one type of cyber threat.(CO3,K1) | 2 |
| (2.4) | Explain 4PL (Fourth Party Logistics).(CO4,K2) | 2 |
| (2.5) | Define carbon footprint.(CO5,K1) | 2 |

SECTION-B

15

3. Answer any three of the following:-

- | | | |
|-------|---|---|
| (3.1) | Explain omnichannel retailing and its benefits.(CO1,K2) | 5 |
| (3.2) | Discuss automation in warehouses and its benefits.(CO2,K3) | 5 |
| (3.3) | Explain the concept of traceability in supply chains.(CO3,K2) | 5 |
| (3.4) | Discuss predictive shipping and its benefits.(CO4,K3) | 5 |
| (3.5) | Discuss supply chain agility and its importance.(CO5,K3) | 5 |

SECTION-C

30

4. Answer any one of the following:-

- | | | |
|-------|---|---|
| (4.1) | Compare B2B, B2C, and C2C business models with suitable examples.(CO1,K4) | 6 |
| (4.2) | Evaluate the opportunities and challenges of cross-border E-commerce.(CO1,K5) | 6 |

5. Answer any one of the following:-

- | | | |
|-------|---|---|
| (5.1) | Discuss the EOQ model and its relevance in inventory control.(CO2,K3) | 6 |
| (5.2) | Explain cross-docking and batch picking with suitable examples.(CO2,K3) | 6 |

6. Answer any one of the following:-

- | | | |
|-------|---|---|
| (6.1) | Discuss risk management strategies in supply chain operations.(CO3,K4) | 6 |
| (6.2) | A company faces product recall issues. Explain how traceability can help.(CO3,K3) | 6 |

7. Answer any one of the following:-

- | | | |
|-------|--|---|
| (7.1) | Explain the role of 3PL and 4PL service providers in logistics.(CO4,K3) | 6 |
| (7.2) | A company struggles with last-mile delivery delays. Suggest solutions.(CO4,K5) | 6 |

8. Answer any one of the following:-

- | | | |
|-------|--|---|
| (8.1) | Analyze sustainability practices in supply chain management.(CO5,K4) | 6 |
| (8.2) | A firm aims to implement circular economy. Analyze its benefits.(CO5,K4) | 6 |