Roll No.												

PRESIDENCY UNIVERSITY
BENGALURU

School of Management

Mid - Term Examinations –JANUARY -FEBRUARY 2025

Semester:	**Date**: 07-02-2025
Course Code: MBA 3034	**Time**: 2:00 PM-3:30 PM
Course Name: E Commerce Supply Chain and Logistics Management	**Max Marks**: 50
Program: MBA	**Weightage**: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3marks.				**3Mx5Q=15Marks**
1	Define e-commerce supply chain management and explain its primary objective.	3 Marks	L1	CO1
2	What is the role of inventory management in e-commerce supply chains?	3 Marks	L2	CO2
3	List any three technologies used in e-commerce supply chain management.	3 Marks	L1	CO1
4	What is the significance of Just-In-Time (JIT) in e-commerce supply chains?	3 Marks	L1	CO2
5	Differentiate between forward logistics and reverse logistics.	3 Marks	L1	CO1

Part B

Answer ALL the Questions. Each question carries 10 marks.				**10Mx2Q=20M**
6	Discuss how advanced technologies like artificial intelligence (AI) and block chain are transforming e-commerce supply chain management. Provide examples to support your arguments.	**10 Marks**	**L3**	**CO3**
	or			
7	Analyze the importance of sustainability in e-commerce supply chains and suggest strategies to reduce environmental impact while maintaining efficiency.	**10 Marks**	**L3**	**CO3**

8	What are the major challenges of managing reverse logistics in e-commerce? Propose solutions to address these challenges effectively.	**10 Marks**	**L2**	**CO2**
	or			
9	Evaluate the role of Omni channel supply chain strategies in enhancing customer experience and improving operational efficiency.	**10 Marks**	**L2**	**CO2**

Part C

Answer the Question. Question carries 15 marks.		**15Mx1Q=15M**		
10	**Case Study: Amazon's Supply Chain Efficiency** Amazon has built one of the most efficient and customer-centric supply chains globally. By using advanced technologies like predictive analytics, drones, and automated warehouses, Amazon ensures rapid delivery and seamless order fulfilment. However, the company faces challenges like high costs in last-mile delivery, increasing customer expectations, and sustainability concerns. Hence Amazon partners with third party logistics partners like SWIGGY/ZOMOTO and DHL , DUNZO for last mile connectivity by using ZOHO ERP Software to manage the system efficiently! **Answers the Questions:** 1. Evaluate the strategies used by Amazon to maintain operational efficiency and enhance customer satisfaction. 2. Discuss the impact of last-mile delivery challenges on Amazon's supply chain. Suggest ways to mitigate these challenges. 3. Propose a sustainability strategy for Amazon's supply chain to address environmental concerns while maintaining cost-effectiveness.	**15 Marks**	**L4**	**CO2**