

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022

Course Code : MBA3034

Course Name : E Commerce Supply Chain and Logistics Mgmt.

Program : MBA

Date : 17-JAN-2024

Time : 10:00AM - 1:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

10 X 3M = 30M

1. List the IT infrastructure required for starting E -Business
(CO1,CO2) [Knowledge]
2. List any six challenges of E-Business
(CO1,CO2) [Knowledge]
3. State the popular models of E-Commerce
(CO1,CO2) [Knowledge]
4. List the popular web analytics tools used to monitor website performance
(CO2,CO1) [Knowledge]
5. Describe how retail revenue is generated
(CO2,CO1) [Knowledge]
6. Name the technology used for smart shipping and delivery in E Commerce
(CO1,CO2) [Knowledge]
7. Define the three decision phases in supply chain management
(CO2,CO1) [Knowledge]
8. Explain the meaning of Distributor storage with last mile delivery
(CO2,CO1) [Knowledge]
9. Recall the six major logistics companies
(CO2,CO1) [Knowledge]
10. State the main goal of Logistics management
(CO2,CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

6 X 7M = 42M

11. Explain the various elements required for setting up an E-Commerce site
(CO2,CO3) [Comprehension]
12. Discuss the role of Web Analytics in E Commerce
(CO2,CO3) [Comprehension]
13. Explain the decision phases in Supply Chain
(CO3,CO2) [Comprehension]
14. Discuss the factors influencing distribution network design
(CO2,CO3) [Comprehension]
15. Discuss the current trends in Logistics
(CO3,CO2) [Comprehension]
16. Discuss the role of Self Logistics in and its significance
(CO2,CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 14M = 28M

17. Categorize the items under ABC from the given Inventory data

Item	Rate in Rupees	Quantity
Item 1	5	200
Item 2	85	20
Item 3	1200	10
Item 4	500	60
Item 5	25	3000
Item 6	60	26

(CO3) [Application]

18. Draw a Schematic diagram of a supply Chain System explaining each term and its importance. Also explain Order cycle time, Production cycle time and distribution cycle time.

(CO3) [Application]