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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Date**: 01 / July / 2024

**Time**: 09:30am – 12:30pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: VI

**Course Code**: BSC107

**Course Name**: Emerging Technologies in Logistics & Supply Chain

Management

**Program**: BBA

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Explain how IoT plays critical role in Supply Chain and Logistics management.

(C.O.No.1) [Knowledge]

2. What is EDI? (C.O.No.2) [Comprehension]

3. What is Digital Asset Management? (C.O.No.3) [Comprehension]

4. What is predictive data study? (C.O.No.2) [Comprehension]

5. Write short notes on Smart Containers. (C.O.No.4) [Comprehension]

6. What is Asset Tracking in E-Logistics. (C.O.No.3) [Comprehension]

7. What are UAVs in Logistics? (C.O.No.5) [Application]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. In medium-sized hospitals, thousands of medical records are created every day. These documents have to be archived over many years. This is important for having access to information for later treatments of patients and for potential legal disputes. The latter makes signing of medical records important. The process of getting rid of paper in hospitals is quite challenging for many reasons. In this regard how implementation of digital supply chain systems will overcome these bottle-necks? Explain with an example.

(C.O.No.3) [Comprehension]

9. Explain the process of vehicle tracking. What are all the applications of vehicle tracking? (C.O.No.2) [Comprehension]

10. XYZ International company manufacturers and exporters of polymer plastics across to various European destinations finds difficult with the conventional software that it installed in all the departments. So the company decide to implement ERP software? Elucidate the advantages of implementation of ERP system in the organization (C.O.No.2) [Comprehension]

11. How can digital technology be adopted in delivery process. Explain the six stages of successful digital delivery? (C.O.No.3) [Comprehension]

12. Most businesses strive to control the efficiency of their supply chains; however, luxury firms face additional challenges from counterfeit, gray market and copycat products. How do Blockchain technology prevent fraud in the luxury industry. (C.O.No.5) [Application]

13 McKinsey Global Institute shows that companies can typically lose a full year's profit when hit by unexpected disruption and that, on average, most companies experience at least a month of supply chain disruption every 3.7 years. Elucidate how by designing a resilient supply chain will reduce this disruption? (C.O.No.4) [Application]

14. AIOSTA a leading American based pharmaceutical company wants to automate its production and supply chain capabilities. In this regard Mr Sam the senior IT consultant of the firm suggests ‘Logistica 14S’ an IoT enabled platform takes care of complete supply chain and logistics operations. Suggest from your view point how by upgrading this software will benefit the company for effective supply chain and logistics operation? (C.O.No.1) Knowledge]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. A slew of emerging developments in the global banana economy have brightened the

prospects for banana shipments from India. Apart from the rising intensity of extreme

weather events triggered by climate change, the banana fusarium wilt, which has been

affecting plantations since late 19th century, continues to be a serious concern for growers

across the world. Keeping the above factors in to consideration suggest your constructive

measures how banana exports can be boosted from our country? (C.O.No.3) Comprehension]

16. The Alpha INC Corporation is a leading producer of a wide range of premium FMCG

products in the Middle East region. It stores its huge catalog of products in large

warehouses and has a fast-moving supply chain. The company was witnessing inventory

inaccuracies and rising labor cost with its manual process of warehouse management. In

one instance, poor document management at the warehouse led to an inventory file going

missing and creating a chaos in the supply chain. Moreover, manual barcode scanning of

high shelves was proving to be both time consuming and dangerous to the workers

The company needed a customized tech-savvy solution to manage and coordinate

operations in its large warehouses to reduce errors and make the inventory process more

efficient and streamlined. Suggest some measures where the company can overcome this

problem. (C.O.No.3) [Comprehension]

17 Mr. Li is a farmer from China, he heard from his friend Mr. Xiu, that the application of Internet of Things in green agricultural products would benefit production. The study found that application of IOT in supply chain had become advantageous for green agricultural produce. It had benefited the agricultural information sector. He also found that there is a gap between the applied research in the field of IOT and its practical applications with respect to supply chain management. He also found differences in applications of IOT to various green products. The supply chain management processes of all the green produces were not same and they needed different application methods.

With this regard Mr Xiu advised Mr Li a software application for performing real time data comparison and demand forecasting in various markets to move his products to various markets. In this regard:

a. Suggest how implementation of the IoT based application would benefit him in terms of

market identification and demand forecasting.

b. Write down the factors driving E-Environment and E-Business.

c. How he can also reduce overall logistics costs for his company? (C.O.No.1) [Knowledge]