



CII Institute of Logistics
PGDSCM & Certificate Programs
Semester-end Examination – June 2010

Logistics Technology and e- Business

Time : Three Hours

Marks : 100

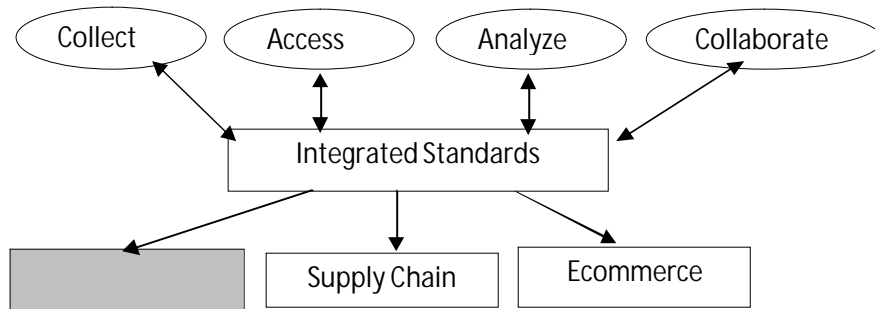
Part A

Answer all questions

(10 x 1 = 10 Marks)

- Which of the following is the direct result of applying supply chain strategies?
a) Reduced cost and least time b) Lower wages to employees
c) Increased production d) Excess inventory in anticipation of orders

- Which comes in the shaded area in the diagram below



- a) Planning b) Optimal Inventory
c) Infrastructure d) ERP

- Which is not a competitive strategy?
a) Cost Leadership b) Innovation
c) Growth d) Alliance
e) None of the above f) All of the above

- Microprocessor based computers were first launched in

- a) 1964 b) 1971
c) 1979 d) 1984

- _____ is a network of facilities and network options that performs the functions of procurement of materials, transformation of these

materials into intermediate and finished products and distribution of these finished products to customers.

- a) CRM
b) MRP
c) Supply Chain
d) ERP

- Which of the following aspects of CRM involves Interaction with other companies and partners, such as suppliers/vendors and retail outlets/distributors, industry networks (lobbying groups, trade associations).

- a) Front-office operations b) Business relationships
c) Back-office operations d) Analysis

- State which is/are of the following statements are true

Statement 1: Operational database is optimized for data integrity and the Data warehouse is optimized for speed or data retrieval

Statement 2: Operational database is suitable for small amount of data with high transaction speed for update/insert. Data warehouse is suitable for large amount of data to be stored in granular and summarized form.

- a) Both statements are true b) Both statements are false
c) Only statement 1 is true d) only statement 2 is true

- Which of the following is NOT a payment mechanism in E-Commerce?

- a) Credit Cards b) Digital Certificate
c) Digital cash e) E- Check

- Which of the following is not disadvantage to overcome to reap the benefits of ERP?

- a) Expensive b) Conformity of modules
c) Easy adaptability d) Vendor dependence
e) None of the above f) All of the above

- _____ application of selling chain infrastructure enables sales force to generate requirement based accurate configurations and quote at point of sale.

- a) Internet relationship management
b) Sales configuration systems
c) Product catalog and marketing encyclopedia
d) Proposal / Quote generation systems

Part B

Answer any FOUR

Marks (4 x 15 = 60)

1. Discuss any two business models on which e-channels operate.
2. Discuss the core applications in ERP framework, and advantage and limitations of ERP.
3. Discuss briefly the five components to manage carefully in e Business execution.
4. State at least five differences between E-Commerce and e-Business.
5. Discuss various payment mechanisms in E-Commerce.
6. Discuss the benefits, disadvantages and future of data warehousing.

Part C

Case Study

Marks (3 x 10 = 30)

Blue Dart's e Business strategy

As a technology leader in the business of supply-chain management in the country, Blue Dart Express Limited recognized the far-reaching scope of the internet in 1996. It has evolved an e-strategy to enable global connectivity to Blue Dart's present and future interactive technology strengths, for value added solutions and to facilitate seamless integrated transportation, distribution and supply chain management, from, to and within the region, thereby increasing value to the customers and shareholders. This e-strategy encompasses E-Solutions to deliver additional process efficiencies to business by allowing them access to Blue Dart's E-shipping tools and integration with its E-Business tools. An individual solution is available for each business, big or small, transacting off the internet or on the Internet, and ranging from a stand-alone to a fully integrated one. The basic tracking solution will enable Blue Dart's customers to track their shipments, through single or multiple waybills, on-line. Customers can check the status of their shipments using a waybill number or a reference number. A mail-based solution will allow the customers to query status of their shipments using e-mail. Registered customers of Blue Dart can make advanced queries on the status of their shipments, and can keep track of them for up to 45 days on-line. They can filter their queries by date range, origin, destination and service, and sort the results on-line. Registered customers can download the entire waybill tracking data - schedule the download, and select the frequency and the data to be downloaded. These customers can also generate and download various reports customized to meet their individual needs. The task for the service provider is staggering - plan

logistics for deliveries to all these locations, and hope for 100% of the delivery records to be returned before bills can be submitted to the customer. Blue Dart Express found solutions to these critical demands and was quick to fulfill these needs. The Blue Dart offers a pre-determined delivery schedule with close to 100% accuracy. The IT industry could plan its production with precision and avoids expensive inventory build-up. Blue Dart offers the country's most comprehensive communications technology and customer relations software to support critical supply-chain distribution demands. It ensures that packages are flown to their destinations overnight. Retrieval of signed delivery records posed the industry's most intriguing problem. Blue Dart was quick to understand this requirement and put in place a 100% retrieval system.

Answer all the questions from the following

1. What are the visions of Blue Dart's eBusiness strategy? How is the customer benefited by the strategy?
2. Write your comments on the supply/value chain integration by Blue Dart in its eBusiness strategy
3. How did IT and related software help Blue Dart in its eBusiness strategy?
