

# School of Business

MBA  
ETE - May 2023

Time : 3 Hours

Marks : 50

## Sem IV - MSB22T2004 - Retail and E-Commerce Logistics Management

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. Interpret Quantitative Forecasting K2 CO1 (2)
2. What are the methodologies for handling disruption K2 CO2 (2)
3. Analyze the aim of optimization of transportation cost in e logistics K4 CO3 (2)
4. Identify challenges of e commerce in India through a suitable example. K4 CO4 (2)
5. What is the role of logistics in the case of e retail logistics? K4 CO5 (2)
6. Identify Procurement processes in logistics system and what are the issues associated with it. K4 CO1 (5)
7. Identify Push and Pull view of supply chain. when you are going to order any product K4 CO2 (5)
8. Demonstrate How Logistics cost optimize in e commerce K5 CO5 (6)
9. Wal-Mart's efficiency in supply chain management was due to two key factors namely automated distribution center and the computerized inventory system. This brought in minimizing a lot of time the later not only reduced the checking out time but also recorded the transaction which is much needed to know envisage demand. Demand forecast is a constant issue which could be a threat when not handled properly. This is due to the fact that demand prediction is always inaccurate. Their practice these days had been choosing few vendors and they literally negotiate the best price the one that comes up with the best price qualifies. This does not blindly mean that they have been ruthless. Wal-Mart also work with the vendors for improving its supply chain efficiency.  
**Cross Docking:** Cross Docking is a method of handling goods. This happens when vendor and the company work together. This is the method of supplying the product in the right time and the said quantity. This cut down a lot of time. This also changed Wal-Mart's way of looking things. This transitioned Wal-Mart from being a centralized management to almost decentralized system took a major turn in focus of pull strategy than a pull strategy.  
**Point Of Sale:** Information sharing is one of the most important things when it comes to SCM. P&G with its Pampers requested Wal-Mart to share its point of sale so that it could predict its demand more or less and work on the information to bring in efficiency. When Wal-Mart shared this information P&G could plan in advance and it with its efficient supply chain management could supply pampers to Wal-Mart on time.
  1. Summarize the concept of Cross docking and Point of sale. 4
  2. Demonstrate the strategy of Walmart. 3
10. Discuss the process view and different strategies of a supply chain. K5 CO4 (8)
11. Explain the risk model of e commerce. K6 CO5 (8)