SHRI KHANDERAI PRATISHTHAN'S
DNYANSAGAR INSTITUTE OF MANAGEMENT & RESEARCH
(Approved by AICTE, New Delhi, Recognized By Govt. of Maharashtra, Affiliated to S. P. Pune University)
(AISHE Code : C - 41293, PUN Code - IMMP014030)

DIMR

MBA-II / SEM-IV / Year 2024-25
COMPREHENSIVE CONCURRENT EVALUATION

Subject: E-supply chain and Logistics   **Sub Code: 403 SC-OSCM-05**

Sr. No.	Parameter / Component	Marks	Date of Exam/Submission
1	Case Study	50	8th March
2	Written Home Assignment	50	8th March
3	End Semester Examination	50	-

Instructions:

1. The last date of Submission is 8th March.

2. Case Study should be submitted in person. All cases are compulsory.

3. Case study should be hand written and in your own words, if case study is found same as other classmate's it will not be considered for assessment.

4. Incomplete assignment will not be accepted.

5. Student name, specialization, Roll no., must be clearly mentioned.
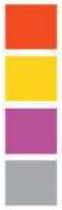
- **Case Study 1**

  - *The Last-Mile Delivery Challenge*

A fast-growing e-commerce company, **QuickKart**, faces challenges in last-mile delivery. While their warehouse operations are optimized, the delivery process is inefficient due to traffic congestion, incorrect addresses, and delivery failures. Customers frequently complain about late deliveries, affecting the brand's reputation.

Questions:
1. What strategies can QuickKart implement to improve last-mile delivery efficiency?
2. How can technology, such as AI and GPS tracking, help reduce delivery failures?
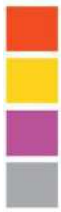
- **Case Study 2**

  - *Inventory Management in E-Commerce*

An online fashion retailer, **StyleSwift**, struggles with stockouts and overstock situations. Due to inaccurate demand forecasting, some popular products sell out quickly, while others remain unsold, increasing warehouse costs.

Questions:
1. How can StyleSwift use data analytics and AI to improve demand forecasting?
2. What supply chain strategies can the company adopt to balance stock availability and cost efficiency?

- **Case Study 3**

  - *Reverse Logistics and Returns Management*

A leading electronics e-retailer, **GizmoHub**, faces high return rates due to defective or unwanted products. Handling returns is costly and complex, impacting the company's profitability. The company wants to enhance its reverse logistics process while maintaining customer satisfaction.

Questions:
1. What steps can GizmoHub take to optimize its reverse logistics system?
2. How can the company reduce return rates without negatively affecting customer experience?
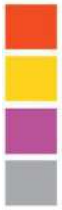
- **Case Study 4**

  - *Supplier Relationship Management in E-Supply Chain*

GreenGrocery, an online grocery delivery platform, sources perishable goods from multiple suppliers. Some suppliers fail to meet delivery schedules or send subpar quality products, leading to customer dissatisfaction and wastage.

Questions:
1. How can GreenGrocery build stronger relationships with suppliers to ensure timely and high-quality deliveries?
2. What role can technology play in monitoring and managing supplier performance?
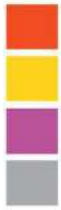
- **Case Study 5**
  - *Blockchain in Supply Chain Transparency*

A global electronics company, **TechNova**, is facing issues with counterfeit products entering its supply chain. Customers are losing trust in the brand due to fake products being sold under its name. The company is considering blockchain technology to enhance transparency.

Questions:
1. How can blockchain help TechNova in ensuring product authenticity in its supply chain?
2. What challenges might the company face while implementing blockchain technology?

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Written Home Assignment

1. Amazon has implemented AI-driven demand forecasting in its warehouses. How can AI help in reducing inventory holding costs while maintaining customer satisfaction?

2. A fashion e-commerce brand is facing high return rates. How can an effective reverse logistics system help the company minimize costs and improve customer experience?

3. A grocery delivery startup is struggling with inaccurate inventory updates. How can IoT and RFID technology help in real-time inventory tracking?

4. A global electronics brand wants to implement block chain in its supply chain. How can block chain enhance transparency and trust among stakeholders?

5. A logistics company is planning to use drones for deliveries in urban areas. What challenges might it face, and how can it overcome them?

6. An online furniture retailer follows a Just-in-Time (JIT) inventory model. How can JIT improve efficiency, and what risks might the company face in case of supply chain disruptions?

7. A company wants to shift its supply chain operations to a cloud-based system. What advantages can cloud computing offer in supply chain management?

8. A warehouse faces inefficiencies due to manual inventory handling. What automation technologies can improve its operations?

9. A global retailer wants to make its supply chain more sustainable. What eco-friendly strategies can it implement?

10. A warehouse operates in multiple locations worldwide. How can a centralized Warehouse Management System (WMS) improve efficiency?