

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2025 - 2026)

Subject: E-Commerce & Retail Supply Chain

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. _____ of the following is a disadvantage of retail storage with customer pickup. (CO1,K2) 1
- (a) Returnability is easier than other options given that pickup location can handle returns.
 - (b) Inventory cost is higher than all other options.
 - (c) Transportation cost is lower than all other options.
 - (d) Facilities and handling costs are lower than other options.
- 1-b. _____ e-commerce model involves transactions between businesses? (CO1, K1) 1
- (a) B2C
 - (b) B2B
 - (c) C2C
 - (d) C2B
- 1-c. Good inventory management for E-commerce allows businesses to avoid, (CO2, K1) 1
- (a) Overstocking
 - (b) Understocking
 - (c) Stockouts
 - (d) All of the above
- 1-d. The objective of every supply chain is to, (CO2, K2) 1
- (a) Minimize the gross value generated
 - (b) Maximize the net value generated.
 - (c) Equalized the net value generated

- (d) Neutralize the unit value generated
- 1-e. Reverse logistics is required because (CO3 K5) 1
- (a) Goods are defective
- (b) Goods are unsold
- (c) Customer don't want goods now
- (d) All of the above
- 1-f. The definition of "traceability" in a supply chain context? (CO3, K1) 1
- (a) The ability to track a product's price fluctuations in the market.
- (b) The ability to trace the history, application, and location of a product or its components throughout the entire supply chain.
- (c) The ability to forecast customer demand for a specific product.
- (d) The ability to track only the final delivery status of a product to the customer.
- 1-g. Freight forwarding companies specialize in (CO4,K3) 1
- (a) Arranging storage, transportation and delivery of goods
- (b) Acts as intermediary
- (c) Coordinate movement of goods whether by air, land or sea
- (d) All the above
- 1-h. The primary definition of last-mile delivery in e-commerce?(CO4, K3) 1
- (a) From manufacturer to warehouse
- (b) From warehouse to local hub
- (c) The final step: delivery to the end customer's doorstep
- (d) The process of restocking returned items
- 1-i. For a global supply chain, exchange rates and inflation are. (CO5, K3) 1
- (a) Likely to vary over time in different locations.
- (b) Not likely to vary over time in different locations.
- (c) Not likely to vary over time in any locations.
- (d) Likely to be stable over time in all locations.
- 1-j. The four types of risk-mitigation strategies are(CO5, K3) 1
- (a) Avoidance, acceptance, transference and limitation
- (b) Avoidance, sustenance, transference and limitation
- (c) Presence, avoidance, sustenance and limitation
- (d) Avoidance, acceptance, sustenance and limitation
2. Attempt all parts:-
- 2.a. Explain B2B Ecommerce business model?(CO1,K2) 2
- 2.b. An online grocery store has a distinct advantage over a traditional model. Explain. (CO2, K2) 2
- 2.c. Explain how cyber attacks disrupts the supply chain. (CO3, K2) 2
- 2.d. Explain the advantage and disadvantage of Drone delivery system? (CO4, K2) 2
- 2.e. Describe the risk mitigation strategies for country risk. (CO5, K1) 2

SECTION-B

30

3. Attempt all parts:-	
3.a. Answer any <u>one</u> of the following:-	
3.a.(i) Explain the business model of the Q-commerce platforms. (CO1,K3)	6
3.a.(ii) Explain that supply chain management has evolved over time. (CO1, K4)	6
3.b. Answer any one of the following:-	
3.b.(i) Explain the importance of inventory management for ecommerce business. (CO2, K2)	6
3.b.(ii) Name two types of Inventory control system and two types of Inventory management systems. (CO2, K2)	6
3.c. Answer any one of the following:-	
3.c.(i) Explain visibility and traceability in e-commerce supply chain. (CO3, K2)	6
3.c.(ii) Illustrate the criticality of supply chain design phase for any organization? (CO3, K3)	6
3.d. Answer any one of the following:-	
3.d.(i) Describe 3PL and 4PL logistics system. (CO4, K1)	6
3.d.(ii) Explain how last mile delivery provides business entities capturing market share. Also provide evidence that how it give advantage over its competitors.(CO4, K2)	6
3.e. Answer any one of the following:-	
3.e.(i) Define uncertainties that are particularly relevant when designing global supply chains. (CO5,K1)	6
3.e.(ii) Climate change impacts supply chain. Explain. (CO5,K3)	6
<u>SECTION-C</u>	50
4. Answer any <u>one</u> of the following:-	
4-a. An online ecommerce company has announced the opening of convenience stores. The local traditional retail channels are worried. As a supply chain expert explain how both can complement each other. (CO1,K4)	10
4-b. For some years now any major export orders are asking for proof from the company maintaining a green supply chain. Justify if it is different from the earlier supply chain management. (CO1,K3)	10
5. Answer any <u>one</u> of the following:-	
5-a. The NIET business school professor made a statement that the future of supply chain is very different from now. Write your views on the statement. (CO2, K4)	10
5-b. Analyse the use of fulfilment centre automation system, robotic material handling in enhancing the efficiency and accuracy of warehouse management? (CO2, K4)	10
6. Answer any <u>one</u> of the following:-	
6-a. Discuss how a well managed returns management and reverse logistics helps in the promotion of circular economy? (CO3, K2)	10
6-b. Discuss the role of IT in the success of reverse logistics (CO3,K2)	10
7. Answer any <u>one</u> of the following:-	
7-a. Examine as Amazon build more warehouses as its sales volume grows? (CO4, K3)	10
7-b. Describe any four ways that a supply chain can help reduce the impact of uncertain	10

demand and which is most appropriate to use? (CO4, K1)

8. Answer any one of the following:-

- 8-a. A convenience store chain attempts to be responsive and provide customers with what they need, when they need it, where they need it. What are some different ways that a convenience store supply chain can be responsive? What are some risks in each case? (CO5, K3) 10
- 8-b. Starbucks, was forced to focus on local sustainability of its supply sources Can you justify why the company took such a decision? (CO5, K5) 10

REG_JULY_DEC_2025