Printed	l Page:- 04 Sub	oject Code:- AMBALS0412		
		l. No:		
	NOIDA INSTITUTE OF ENGINEERING AND	TECHNOLOGY, GREATER NOIDA		
(An Autonomous Institute Affiliated to AKTU, Lucknow)				
MBA				
SEM: IV - THEORY EXAMINATION (2023 - 2024)				
Subject: Information Systems in Logistics and Supply Chain				
	: 3 Hours al Instructions:	Max. Marks: 100		
		with the correct course, code, branch etc		
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.				
	sheet should be left blank. Any written n ed/checked.	iaterial after a blank sneet Will not be		
evaluated	SECTION A	20		
4 8		20		
	mpt all parts:-			
1-a.	Digitalizing a supply chain can best be des			
	(a) Simply scanning documents to d			
	(b) Re-engineering processes to take	e advantage of digital technologies		
	(c) Storing data in cloud-based data	oases		
	(d) Automating existing manual task	(S		
1-b.	Technology is commonly associated with o	digitalizing supply chains(CO1) 1		
	(a) Barcode scanners			
	(b) Internet of Things (IoT)			
	(c) Fax machines			
	(d) Typewriters			
1-c.	Vm stand for in the context of virtualizatio	n.(CO2) 1		
	(a) Virtual Module			
	(b) Virtual Machine			
	(c) Verified Module			

	(d) Virtual Memory
1-d.	Wsdl stand for in the context of soa(CO2)
	(a) Web Service Description Language
	(b) Web Service Deployment Language
	(c) Web Simple Description Language
	(d) Web Service Data Language
1-e.	Type of technology is best suited for tracking high-value shipments to ensure they reach their destination securely.(CO3)
	(a) Bar-coding
	(b) RFID
	(c) Digital Signature Technology
	(d) Satellite GPS
1-f.	Analyzing the cost-effectiveness of different logistics technologies, which factor would be least relevant?(CO3)
	(a) Initial implementation cost
	(b) Long-term maintenance costs
	(c) Potential for reducing labor expenses
	(d) The color of the devices used
1-g.	Evaluating a green supply chain initiative, which metric is most relevant(CO4)
	(a) Production speed.
	(b) Environmental impact reduction.
	(c) Inventory levels.
	(d) Short-term financial gains.
1-h.	Assess the benefits of sustainable production for a business. Which is a key benefit(CO4)
	(a) Higher resource consumption.
	(b) Enhanced brand reputation and long-term cost savings.
	(c) Reduced regulatory compliance.
	(d) Lower product quality.
1-i.	Eol stand for in reverse logistics(CO5)
	(a) End of Line
	(b) End of Lease
	(c) End of Life

	(a) End of Logistics	
1-j.	Select an example which describes a circular economy(CO5)	1
	(a) An economy where resources are used once and disposed of	
	(b) An economy focused on renewable energy sources	
	(c) An economy where resources are reused and recycled continuously	
	(d) An economy that relies on fossil fuels	
2. Atte	empt all parts:-	
2.a.	Explain the government-to-citizen (g2c) model.(CO1)	2
2.b.	List two benefits of using web services in a business.(CO2)	2
2.c.	Define a push supply chain.(CO3)	2
2.d.	Identify and discuss two critical drivers of green logistics.(CO4)	2
2.e.	Demonstrate how companies can use data analytics to improve their reverse	2
	logistics operations.(CO5)	
	SECTION B	30
3. Ans	wer any <u>five</u> of the following:-	
3-a.	Explain potential risks and challenges associated with implementing industry	6
	4.0 technologies.(CO1)	
3-b.	Describe type of e-commerce(CO1)	6
3-c.	Compare and contrast the roles of edi and ai in enhancing supply chain efficiency(CO2)	6
3-d.	Provide an example of how a company might implement edi to improve its supply chain operations.(CO2)	6
3.e.	How can a warehouse management system be optimized with bar-coding and scanning technology(CO3)	6
3.f.	Describe the main elements that constitute an effective green purchasing strategy.(CO4)	6
3.g.	Assess the long-term environmental impacts of implementing green logistics practices in the global supply chain industry. How do these practices contribute to broader environmental goals(CO5)	6
	SECTION C	50
4. Ans	wer any <u>one</u> of the following:-	
4-a.	Describe the e-scm framework, and what are its key components?(CO1)	10
4-b.	Imagine you are the ceo of a traditional retail company looking to expand your	10

business into the e-commerce space. What specific aspects of the e-environment would you need to consider to successfully transition to an e-business model? Identify at least three key factors driving e-business that would influence your strategic planning.(CO1)

5. Answer any one of the following:-

- 5-a. Compare and contrast the benefits of using saas versus traditional on-premises 10 software.(CO2)
- 5-b. Develop a plan for a financial services company to implement service-oriented 10 architecture (soa) to improve its customer service operations.(CO2)

6. Answer any one of the following:-

- 6-a. Discuss the comprehensive framework of e-procurement, highlighting its 10 various components and technologies involved(CO3)
- 6-b. Define what an advance ship notice (asn) is and describe its primary purpose in 10 logistics.(CO3)

7. Answer any one of the following:-

- 7-a. Define green procurement and purchasing, and explain their significance in 10 modern business practices(CO4)
- 7-b. Discuss the key drivers that motivate companies to adopt green procurement 10 practices.(CO5)

8. Answer any one of the following:-

- 8-a. Assess the environmental impacts of a regional transportation network and 10 design an intervention plan to mitigate these impacts. Consider factors such as emissions, noise pollution, and ecological disruption. Include a discussion on the potential economic and social benefits of your plan.(CO5)
- 8-b. Investigate the reverse logistics process of an electronics manufacturer and 10 develop a plan to transition to a closed-loop supply chain. Highlight the benefits of this transition in terms of resource efficiency, waste reduction, and cost savings. Provide examples from the industry to support your plan.(CO5)