

Unit 6 - Week 4

Course outline

How to access the portal

Week 0 Assignment 0

Week 1

Week 2

Week 3

Week 4

Lecture 16: E-Marketing

Lecture 17: E-Marketing (Contd.)

Lecture 18: "Supply Chain Management – I -The Information flow "

Lecture 19: "Supply Chain Management – II -integration "

Lecture 20: "Supply Chain Management – III - interoperability "

Lecture 21: "Supply Chain Management – IV -logistics and distribution "

Lecture 22: "Supply Chain Management – V -E-Commerce supply chain "

Week 4: Lecture Material

Quiz : Assignment 4

Feedback for Week 4

Week 5

Week 6

Week 7

Week 8

Week 9

Week 10

Week 11

Week 12

Download Videos

Assignment Solution

Assignment 4

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2019-08-28, 23:59 IST.

1) The variability in the quantity ordered is lower at the retailer end and increases as we move towards distributor and manufacturer. This phenomenon is called **2 points**

- a. Domino effect
- b. Bullwhip effect
- c. Reactionary effect
- d. Tapping effect

No, the answer is incorrect.
Score: 0

Accepted Answers:
b. Bullwhip effect

2) Ms. Chandni visits plenty of clothing websites to get acquainted with different brands and the options available without making any purchases. What kind of an online user is she? **2 points**

- a. Online prosumer
- b. Online surfer
- c. Online key customer
- d. Online consumer

No, the answer is incorrect.
Score: 0

Accepted Answers:
b. Online surfer

3) An online company is selling standard products along with the customized products based on individual preferences if the customer is willing to share her personal requirements. At what stage an online customer might be interested in this? **2 points**

- a. Online key customer
- b. Online consumer
- c. Online prosumer
- d. None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
c. Online prosumer

4) Suppose you order more than one items from an online store, and all the orders are being delivered by the same carrier. Usually, on the way, the carrier tends to combine all the orders into a single package whenever possible. This is called **2 points**

- a. Last mile delivery
- b. In-transit merge
- c. Direct shipping
- d. Customer pickup

No, the answer is incorrect.
Score: 0

Accepted Answers:
b. In-transit merge

5) Which of the following characteristics of e-Marketing provides the companies with ample opportunity to contact their perspective customers anytime, anywhere and turn them into real customers? **2 points**

- a. Associative information acquisition
- b. One-to-One marketing
- c. Ubiquity
- d. Disintermediation

No, the answer is incorrect.
Score: 0

Accepted Answers:
c. Ubiquity

6) During market research and forecast, which method is usually associated with collecting relevant data by observing the buyers' behavior during web browsing? **2 points**

- i. Explicit method
- ii. Implicit method

- a. i
- b. ii
- c. i & ii
- d. None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
b. ii

7) What is the fundamental difference between the "push and pull" principles during online promotions? **2 points**

- a. Push is initiated by provider and pull by the user
- b. Push is initiated by the user and pull by the provider
- c. Push and pull are both initiated by the user.
- d. Push and pull are both initiated by the provider.

No, the answer is incorrect.
Score: 0

Accepted Answers:
a. Push is initiated by provider and pull by the user

8) Fill the blank with a suitable option: _____ is associated with the selection of distribution logistics and usually starts with Dealer and ends with Distributor in a Supply chain. **0 points**

- a. Customer Buying Cycle
- b. Replenishment Cycle
- c. Manufacturing Cycle
- d. Procurement Cycle

No, the answer is incorrect.
Score: 0

Accepted Answers:
b. Replenishment Cycle

9) In which strategic part of the Supply chain integration both the Planning collaboration as well as Inventory Collaboration go hand in hand? **2 points**

- a. Traditional Supply Chain
- b. Collaborative Planning and Forecasting
- c. Synchronized Supply Chain
- d. Vendor Managed inventory

No, the answer is incorrect.
Score: 0

Accepted Answers:
c. Synchronized Supply Chain

10) You ordered some grocery items through certain online retailer. The retailer packed and delivered it to you directly. Which of the design options for the distribution network is illustrated here? **2 points**

- a. Manufacturer storage with direct shipping
- b. Manufacturer storage with direct shipping and in-transit merge
- c. Distributor storage with package carrier delivery
- d. Distributor storage with last mile delivery

No, the answer is incorrect.
Score: 0

Accepted Answers:
d. Distributor storage with last mile delivery