

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - IV EXAMINATION - SUMMER 2025

Subject Code: 1549702

Date: 29-05-2025

Subject Name: Digital Technologies for e-Logistics

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Define digital business.	
(b) What does SEO stand for and what is its purpose?	
(c) Define “webographics.”	
(d) Give two examples of Digital Channel strategies.	
(e) Define E-procurement.	
(f) Define Competitor Analysis in digital strategy.	
(g) List two ways AI is used in logistics operations.	
Q.2 (a) Discuss the role and benefits of mobile commerce (m-commerce) in modern digital business	07
(b) Discuss the role of Software as a Service (SaaS) in digital business. What are its benefits and challenges? Support your answer with practical examples.	07
OR	
(b) What are the key drivers of digital technology adoption in businesses? Discuss both cost-efficiency and competitiveness perspectives with examples.	07
Q.3 (a) Describe the macro-environmental factors using the SLEPT framework that influence e-business.	07
(b) Examine the role of digital platforms in influencing consumer purchasing behavior.	07
OR	
(a) Explain how social and legal factors impact e-commerce adoption among consumers.	07
(b) How do privacy and trust issues affect e-commerce, and what legal frameworks address these concerns?	07

- Q.4 (a)** Why is a well-defined digital business strategy important for modern organizations? **07**
- (b)** Explain the concept of co-opetition with a suitable example. **07**

OR

- (a)** Describe the strategy process model for digital business and explain its four key elements. **07**
- (b)** Discuss the various competitive threats in digital business, including buy-side and sell-side threats. **07**

Q.5 Case Study: Cambridge Consultants Saves Costs Using E-Procurement

Cambridge Consultants, a company involved in product design and development, handles hundreds of projects at any time. This means they regularly purchase a large number of components. Their earlier method of procurement was manual and paper-based. Engineers filled out requisition forms, and each order went through many people for approval, invoice matching, and delivery confirmation. This traditional process was slow, expensive, and involved 8–10 people, costing between £60 to £120 per order.

To improve efficiency, Cambridge Consultants partnered with RS Components, a key supplier, and adopted an e-procurement system. This digital system allowed engineers to place orders directly using an online platform. Department heads were given purchase cards to approve and track purchases electronically. With a new digital workflow, unnecessary paperwork was reduced, and order processing became faster and more accurate.

This shift brought significant benefits. The cost per order dropped from £60 to £10. Staff were freed from routine tasks and could focus on more important activities, like negotiating better vendor deals. The company also reduced paper usage, supporting environmental goals.

In the first year of using e-procurement with RS Components, Cambridge Consultants placed 1,200 orders. Of these, 95% were completed online. The average value of online orders was £34, much lower than traditional orders, which averaged £317. The total online spend was £43,000, while the old method cost £19,000.

Most importantly, the company saved £57,000 in processing costs in just one year. The total procurement cost with RS Components dropped to just £5,000 annually. Staff also benefited from greater flexibility, as orders could now be placed until 8 p.m. directly from their desks.

This case shows how e-procurement can make business operations faster, cheaper, and more accurate. It highlights how digital tools can simplify complex workflows, improve transparency, and help companies save money.

- (a)** Explain the key differences between the traditional procurement process and the e-procurement system adopted by Cambridge Consultants. **07**
- (b)** Discuss the major benefits Cambridge Consultants gained from implementing e-procurement. **07**

OR

- (a)** How did the role of engineers and department heads change after the e-procurement system was introduced? **07**

(b) How did e-procurement improve environmental sustainability in the company's operations? **07**
