**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTH TRIMESTER (Batch 2021-23)**

**END-TERM EXAMINATION, NOV-2022**

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| Course Name | **Logistics Management** | Course Code | **40527** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

All questions are compulsory.

**Caselet: Nokia—Reverse Logistics Initiatives for Used Mobile Phones**

Distribution centers face new challenges daily. One of the significant challenges is handling the inflow of returns from retail vendors, seasonal goods, damages, excessive inventory, etc. Reverse logistics is an exciting area for mobile phones. Every month, 6–7 million new mobile handsets in India are added to the market. Even ahead of China, India is now the top mobile market in the world.

Moreover, it is not all about low-end ones; increasing numbers of middle and upper-end mobiles are also sold. Therefore, reverse logistics is an important strategic and operational tool in modern business. It is essential for short life cycle industries such as the mobile phone industry. As estimated by Nokia, the average life cycle of a mobile handset worldwide is 18 months. However, in India, it is about 24–30 months, but it is shrinking drastically due to the changing consumer behavior.

Interestingly, in the war for a market share of new handsets sold, retailers exchange old ones for new ones at their shops. And what happens to the old ones? Even if 30 percent of Indians replace their mobile handsets, that is nearly 80 million a year, and there is a vast opportunity for reverse logistics for mobile handset companies here. Nokia has come up with an exciting concept for recycling its phones. It launched its “We Recycle” campaign sometime back. It has demonstrated how to make mobiles using recycled aluminum, circuits, and plastic. In Europe, it has started putting up bins in the Nokia Care Centres, where people can dump their old mobiles. Something similar can also be done in India. Some e-waste companies, such as Inforek Syscom and Trishiya (bought by SIMS Australia last year), can recycle mobiles and computers. They get their stuff filtered up through the “kabadi” chain. The theoretical recycling ability of Nokia mobile devices ranges from 65 to 80 percent. Nokia supports the concept of recycling as its drive towards environmental concerns. Nokia is currently developing awareness-building programs that fit into existing recycling infrastructure, local cultural norms, and local legal requirements regulatory framework. Old phones might seem worthless, but they still contain many usable and valuable materials.

Nokia’s idea is to make it easier for consumers to act as ‘eco-conscious’ citizens by offering the possibility to return old, unused phones and accessories. Authorized Nokia sales and service points are all possible channels for returning used products. In addition, equipment sold via Nokia networks is traceable, with recycling possibilities included in the commercial contracts. Nokia has been offering this service since 1999 in Europe. Currently, efforts in the United States are that pre-addressed, postage-paid envelopes will be included in sales packs, providing customers with an easy method for returning used products for recycling at no cost. The consumer places the contents in the bag and then puts it in the mailbox. Professional pre-treatment. To recycle obsolete mobile devices and batteries, Nokia selects companies audited through its “Requirements for Service Providers.”

**Questions.1A** Analyze why Nokia took the initiative of ‘reverse logistics’ for used cell phones. What are the significant issues in reverse logistics? **(CLO-3) (Marks 7)**

**Questions.1B.** How can the “kabadi” network be deployed in reverse logistics? Create a strategy; how can the problem of e-waste be addressed in India? **(Marks 8)**

**Questions.3** Investigate the challenges in global logistics and discuss the role of INCOTERM in logistics performance in the Indian subcontinent. **(Marks 8)**

**Questions.4** Examine how Meesho can strategize with logistics capabilities in the e-commerce landscape in India concerning competition with AMAZON, Flipkart, etc. **(Marks 7)**

**Questions.5** Aashi global logistics is a well-established logistics firm that evolved from pure transport operations to a logistics provider. The CEO heard the term Green Logistics at one of Event. He was looking for a consultant who could help his organization to transform into a leading green logistics provider in central India.

Analyze the scenarios and design a strategic action plan for him. How Aashi solutions can transform itself into a green logistics provider? **(Marks 10)**