

B.N.M. Institute of Technology

Department: Master of Business Administration

Assignment – I (Individual) – Video Case study

SEM: 3rd (2021Scheme)

Sub: E-Commerce and Logistics

Sub Code: 21MBAMM34

Date: 23/03/2023

Time: 9:30-10:00 am

Max Marks: 10 Marks

Reference Videos for case study:

1. [Inside Amazon's Smart Warehouse – YouTube](#)
2. [How Amazon Delivers On One-Day Shipping – YouTube](#)
3. [Amazon Fulfillment Center Video Tour – YouTube](#)
4. [How Amazon Returns Work – YouTube](#)

Questions to be answered:

1. Evaluate the best practices followed by Amazon in achieving the 7 Rs of Logistics (5 Marks)
(Evaluate, CO3, PO1&3/ PSO1)
2. How can Amazon reduce waste and make its reverse logistics more efficient? (5 Marks)
(Apply, CO3, PO1&3/ PSO1)