School of Business
Bachelor of Business Administration Logistics and Supply Chain Management
Mid Term Examination - Nov 2023

Duration : 90 Minutes
Max Marks : 50

Sem III - D1UC301T - Introduction to Logistics Management

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

1) Explain how do supply chain decisions influence a company's profitability? K2 (2)

2) Why do companies adopt green supply chain practices? K1 (3)

3) Explan trade-offs exist between cost efficiency and supply chain flexibility? K2 (4)

4) Explain how do ethical considerations influence supply chain decisions? K2 (6)

5) Identify the potential environmental impact of a warehouse's energy consumption and suggest sustainable practices. K3 (6)

6) Apply a barcode system in a hypothetical warehouse by generating and printing unique barcodes for different products. K3 (9)

7) Analyse the root causes of the Bullwhip Effect and its detrimental impact on supply chain performance and costs. Provide examples of real-world scenarios where companies have experienced the Bullwhip Effect and suggest strategies that organizations can adopt to mitigate its effects and improve overall supply chain coordination. K4 (8)

8) Compare the different models of supply chains, such as traditional supply chains, agile supply chains, and sustainable supply chains. K4 (12)

OR

Case Study: Apple vs. Gateway Supply Chain Read the following case and attempt the questions given below: Apple and Gateway were two major computer manufacturers that had different approaches to their supply chains. Apple's supply chain was known for its focus on innovation, efficiency, and sustainability, while Gateway's supply chain was characterized by a more traditional and centralized approach. Apple's supply chain was built around close collaboration with its suppliers, including the use of long-term contracts and joint development agreements. The company also used advanced technology and data analytics to optimize its inventory and reduce waste. In addition, Apple implemented a strict code of conduct for its suppliers, requiring them to adhere to high ethical and environmental standards. On the other hand, Gateway's supply chain was more centralized, with the company relying on a few key suppliers for its components. This approach allowed Gateway to negotiate lower prices, but it also made the company more vulnerable to supply chain disruptions and quality issues. As a result of these different supply chain strategies, Apple was able to consistently deliver high-quality products to its customers, while Gateway struggled with product delays and quality issues. Questions (Any two): a. List out the key features of Apple's supply chain. b. Analyze how Apple collaborate with its suppliers to optimize its supply chain. c. Compare the supply chains of Gateway and Apple. K4 (12)