

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

BBA IN SPORTS MANAGEMENT (472)

EXAMINATION: DECEMBER- 2024

SEMESTER - III

Sub.: Basics of Supply Chain & Logistics Management (BBA23-313)

Date : 20/12/2024

Total Marks : 60

Time: 2.00pm to 4.30pm

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. The main objective of Supply Chain Management is to:

- | | |
|-----------------------------|---|
| a) Increase inventory costs | b) Improve communication only within the organization |
|-----------------------------|---|

- | | |
|--|---|
| c) Minimize the total supply chain cost while meeting customer needs | d) Focus only on customer satisfaction without considering cost |
|--|---|

2. Which of the following activities is crucial to logistics management?

- | | |
|--------------------|-------------------------------|
| a) Market analysis | b) Supply and demand planning |
|--------------------|-------------------------------|

- | | |
|-----------------------|-----------------------|
| c) Financial auditing | d) Talent acquisition |
|-----------------------|-----------------------|

3. Which supply chain strategy is most suitable for unpredictable market demand?

- | | |
|------------------|-------------------|
| a) Lean strategy | b) Agile strategy |
|------------------|-------------------|

- | | |
|------------------------|-------------------------|
| c) Integrated strategy | d) Traditional strategy |
|------------------------|-------------------------|

4. Which technology is commonly used for tracking inventory in real-time within supply chain management?

- | | |
|-----------------------------|--|
| a) Blockchain | b) RFID (Radio-Frequency Identification) |
| c) IoT (Internet of Things) | d) All of the above |

5. Which of the following is a key challenge in global supply chain management?

- | | |
|---|---|
| a) Local sourcing of materials | b) Variability in international regulations |
| c) Uniformity of consumer preferences worldwide | d) Lack of technology |

Q. 2. State True / False (05)

1. The main objective of Supply Chain Management is to increase inventory costs.

- | | |
|---------|----------|
| a) True | b) False |
|---------|----------|

2. Market analysis is the crucial activity to logistics management.

- | | |
|---------|----------|
| a) True | b) False |
|---------|----------|

3. Agile supply chain strategy is most suitable for unpredictable market demand.

- | | |
|---------|----------|
| a) True | b) False |
|---------|----------|

4. The use of drones in logistics has no significant impact on delivery times in supply chain management.

- | | |
|---------|----------|
| a) True | b) False |
|---------|----------|

5. The use of technology in global supply chains has no effect on communication and coordination among partners.

- | | |
|---------|----------|
| a) True | b) False |
|---------|----------|

Q. 3. Write Short notes on (Any Three) (15)

1. Components of Supply Chain
2. Lean Supply Chain Strategy
3. ERP Systems
4. International Logistics
5. Importance of Logistics Management

Q. 4. Answer in detail (Any Two) (20)

1. Define Supply Chain Management and explain the scope of SCM.
2. What are the various levels of supply chain integration? Explain the benefits of Supply chain integration.
3. How do geopolitical events and trade policies influence the efficiency and structure of international global supply chains?
4. How can companies integrate sustainability principles into their supply chain operations to enhance both environmental and economic performance?

Q. 5. Case study (15)

Unilever's Sustainable Supply Chain Practices

Overview:

Unilever, a global consumer goods company, has committed to sustainability across its supply chain. The company aims to reduce its environmental impact while enhancing social equity and economic viability.

Sustainable Practices:

- **Sourcing:** Unilever sources raw materials sustainably, prioritizing suppliers that adhere to ethical and environmental standards.
- **Waste Reduction:** The company aims to achieve zero waste in its manufacturing processes by optimizing resource use and recycling materials.
- **Carbon Footprint:** Unilever has set ambitious targets to reduce greenhouse gas emissions across its supply chain, including transitioning to renewable energy sources.

Questions:

1. What are the key elements of Unilever's sustainable sourcing strategy?
2. How does Unilever aim to reduce waste in its supply chain?
3. What impact has Unilever's sustainability initiative had on its brand reputation?