

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

BBA IN SPORTS MANAGEMENT (472)

EXAMINATION: MAY - 2025

SEMESTER - III

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

Date : 27/05/2025

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. _____ is NOT a component of a supply chain

a) Manufacturer	b) Retailer
c) Customer	d) Auditor
2. Which logistics function ensures products are kept until needed?

a) Transportation	b) Warehousing
c) Distribution	d) Dispatch
3. _____ strategy of supply chain is best for handling unpredictable demand

a) Lean	b) Agile
c) Static	d) Linear
4. Sustainability in supply chains aims to balance:

a) Profits and pollution	b) Business growth and environmental care
c) Demand and oversupply	d) Speed and quantity
5. _____ is NOT a key logistics activity.

a) Inventory management	b) Packaging
c) Advertising	d) Transportation

Q. 2. State True / False (05)

1. SCM stand for Stock, Control and Management

a) True	b) False
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2. Delivering products at the right time and place is the main goal of SCM

a) True	b) False
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3. Political instability is not a major risk for Global Supply Chain.

a) True	b) False
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4. Packaging a key logistics activity

a) True	b) False
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5. Green logistics focuses on increasing fuel usage

a) True	b) False
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Q. 3. Write Short notes on (Any Three) (15)

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

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

1. Explain the Role and Importance of SCM in Business.
2. Explain in detail the key logistics activities.
3. Discuss the role of Information Technology in SCM.
4. What strategies can companies implement to effectively identify and mitigate risks associated with disruptions in their global supply chains?

Q. 5. Case study: (15)

Global Supply Chain Management at Apple Inc.

Introduction

Apple Inc. is renowned for its innovative products and strong brand loyalty, but its success is also attributable to its highly efficient global supply chain management (GSCM). This case study examines how Apple has developed a robust supply chain that spans the globe, focusing on its strategies, challenges, and the overall impact on the company's performance.

Background

Apple operates in a highly competitive and dynamic technology market, where speed, quality, and cost-effectiveness are crucial. The company's supply chain is characterized by a complex network of suppliers, manufacturers, and logistics providers that spans multiple countries. With products like the iPhone, iPad, and MacBook, Apple has established a supply chain designed to deliver high-quality products while minimizing costs and maximizing efficiency.

Supply Chain Strategies

1. Supplier Relationships

Apple maintains strong relationships with its suppliers, which is critical for ensuring the availability of high-quality components. The company engages in strategic partnerships with key suppliers, such as Foxconn and Pegatron, to secure exclusive access to the latest technologies and materials. This collaboration helps Apple maintain its competitive edge and ensures a steady supply of components for its products.

2. Just-In-Time (JIT) Inventory

Apple employs a Just-In-Time (JIT) inventory strategy to reduce holding costs and minimize waste. This approach allows Apple to receive components only as they are needed in the production process, reducing inventory costs and increasing efficiency. By closely coordinating with suppliers, Apple can respond quickly to changes in demand and avoid overproduction.

3. Global Manufacturing Footprint

Apple's manufacturing footprint is strategically located around the world, primarily in Asia. The company benefits from lower labor costs and a highly skilled workforce in countries like China. Additionally, having manufacturing facilities close to suppliers reduces lead times and transportation costs. This global presence enables Apple to scale production quickly to meet market demand.

4. Advanced Technology and Data Analytics

To enhance its supply chain operations, Apple utilizes advanced technology and data analytics. The company leverages real-time data to monitor supply chain performance, enabling it to make informed decisions. Predictive analytics helps Apple forecast demand accurately, allowing the company to optimize inventory levels and production schedules.

Challenges

Despite its successes, Apple faces several challenges in managing its global supply chain:

Supply Chain Disruptions: Events like natural disasters, political instability, and pandemics can disrupt supply chains. For instance, the COVID-19 pandemic caused significant delays and shortages in component supply.

Labor Practices: Apple has faced scrutiny over labor conditions in its supplier factories. Ensuring ethical labor practices while maintaining cost efficiency is a constant challenge.

Environmental Concerns: As consumers become more environmentally conscious, Apple must address the environmental impact of its supply chain. This includes managing e-waste and reducing carbon emissions.

Outcomes

Apple's effective global supply chain management has contributed significantly to its financial success. The company has consistently reported high profit margins, attributed in part to its ability to control costs and maintain high product quality. Additionally, Apple's efficient supply chain allows it to launch new products quickly, often leading the market with innovative technologies.

Questions:

1. What are the key strategies Apple employs in its global supply chain management?
 2. How does Apple's global manufacturing footprint benefit its supply chain?
 3. What challenges does Apple face in managing its global supply chain?
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