

**Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore – 641 043**

**Master's Degree Examination – November 2017
III-Semester**

Class : II PG
Major : M.B.A. / M.B.A. – IT Organisation Administration

Max. Marks: 60
Time: 3 hours

**Functional Specialisation I / II Paper – I
16MBAC19M/16MBAC20M/16MBMC19M Supply Chain and Logistics Management**

Part A

10 × ½ = 5

Choose the correct answer

- Supply chains link operators to suppliers in
a) Layers b) Groups c) Tiers d) Channels
- In the automotive supply chain information flows in which direction?
a) Towards the end user only b) towards the supplier only
c) Between the end user and the operation only
d) Both towards the end user and the supplier.
- Logistics is the term for which activities?
a) Procurement of raw materials b) Distribution of goods to customers
c) Accounting for raw materials in transit d) all the above
- Selecting suppliers and purchasing items is called _____
a) Negotiation b) Procurement c) Contracting d) Selection
- _____ involves designing and producing the container or wrapper for a product.
a) Packaging b) Brand c) Design d) Style
- _____ is the that elapses between issuing replenishment order and receiving the materials In stores.
a) Replenishment time b) Lead time c) Idle Time d) Overtime
- Which of the following is an output of materials requirements planning?
a) work orders b) Bills or materials c) Master production schedule d) all the above
- _____ refers to the principles, practices and guidelines that an aorganisation follows when Interacting with its customers.
a) ERP b) CRM c) Procurement d) Demand Forecasting
- _____ can have major categories of e-Commerce, e-Procurement and e-Collaboration.
a) e-business in SCM b) e-Banking c) e-Marketing d) M-Commerce
- _____ involves the management of all resources of Logistics Management in a Company's Supply chain across at least one international border.
a) International business b) International Logistics c) International Marketing
d) International Relationship.

PART - B (5 X 4 = 20 Marks)

Answer All the Questions

Answer should not exceed 200 words or one page

11. (a) What is Supply Chain Management and why is it important?

(OR)

(b) What are the Obstacles of SCM?

12. (a) What are the benefits of Retail Replenishment?

(OR)

(b) What are the outputs of Aggregate Planning?

13. (a) What is the role of Transportation in Distribution and Warehousing?

(OR)

(b) What are the types of Material-Handling Equipment?

14. (a) How does CRM Work?

(OR)

(b) What are the five measures of Supply Chain Performance?

15. (a) Write a note on Future of SCM.

(OR)

(b) How do you managing international logistics?

PART - C (5 X 7 = 35 Marks)

Answer All the Questions

Answer should not exceed 600 words or three pages

Question No. 20 is Compulsory.

16. (a) Explain the benefits of Supply Chain Management.

(OR)

(b) Briefly explain Supply Chain Performance Measures.

17. (a) What are the methods of Demand Forecasting? Explain.

(OR)

(b) What are the features of ERP Procurement Modules?

18. (a) Discuss the impact of transportation infrastructure in distribution channel.

(OR)

(b) What are the factors to be considered while warehouse decisions?

19. (a) What strategies followed in creating and managing vendor relationship?

(OR)

(b) What are the benefits of Supply Chain Integration?

20. COMPULSORY QUESTION. CASE STUDY.

Is Apple Supply Chain Really the No. 1?

Everything about Apple Inc is the talk of the town. For example, the new iPad, iPhone, Apple Map or even the environmental and labor issues at its suppliers' facilities. Surprisingly, IT research firm Gartner ranks Apple Supply Chain as the best supply chain in the world for 5 years in a row. Without a doubt, Apple Inc is the world leader in Innovation, Branding and Software Ecosystem. But, is Apple's Supply Chain really the number 1? This case study will show you the analysis of Apple Supply Chain core processes, challenging issues and complexities of its operations.

1. Apple's Supply Chain Model

Information about Apple Supply Chain is a bit here, there and everywhere, it's tough to find the actual case study. To the best of my knowledge, many business schools still use the case study "Apple Computer's Supplier Hubs: A Tale of Three Cities" from Stanford University (1996). To get a closer look at the modern day supply chain at Apple Inc, this case study utilizes a content analysis technique. Annual Report (SEC Filing) is analyzed and a simplified supply chain model is constructed as below,

Supply Chain Planning at Apple Inc is the classic example of New Product Development Process (NPD). It's the integration of R&D, Marketing and various functions under supply chain management. From the above graphic, Apple Inc accelerates the new product introduction by acquiring the licensing and 3rd party businesses. The whole process looks very similar to that of other industries. The interesting point is that Apple Inc has to make the prepayments to some suppliers to secure the strategic raw materials.

Supply Chain Map is the way to express a large system from the points of origin to points of consumption in simple to understand manner. Information from the annual report is also used to produce the Apple Supply Chain Map.

Apple Inc purchases raw materials from various sources, then get them shipped to an assembling plant in China. From there, the assembler will ship products directly to consumers (via UPS/FedEx) for those who buy from the Apple's Online Store. For other distribution channels such as retail stores, direct sales and other distributors, Apple Inc will keep products in Elk Grove, California (where central warehouse and call center are located) and supply products from there. At the end of a product's life, customer can send products back to the nearest Apple Stores or dedicated recycling facilities.

2. Apple's Supply Chain Challenges

What does it feel like to be "Apple Inc"? One journalist indicated that the life of Apple Inc is fairly easy by utilizing its negotiation power. Believe me, Apple Supply Chain has very high risks. There are many challenges to overcome, for example,

- Global economy could affect the Company.
- Some re-sellers may also distribute products from the competing manufacturers.
- Inventories can become obsolete or exceed the anticipated demand.
- Some components are currently obtained from the single or limited sources.
- Some custom components are not common to the rest of the industry.
- Ability to obtain components in sufficient quantities is important.
- Supply chain disruption such as the natural and man-made disasters can be serious.
- The company depends on logistical services provided by outsourcing partners.
- The company also relies on its partners to adhere to supplier code of conduct.

The above information is also from the annual report. As you can see, most of the risks are on the supply side.

Question:

Describe your suggestions for overcoming the challenges in this case study.
