

ADMISSION NUMBER											

School of Business

Bachelor of Business Administration Aviation Management
Mid Term Examination - Nov 2023

Duration : 90 Minutes
Max Marks : 50

Sem III - D1UA303T - Supply Chain 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) Outline important supply chain related factors affecting facility location. K2 (2)
- 2) List the importance of transportation in supply chain. K1 (3)
- 3) Explain various factors affecting the network design decisions. K2 (4)
- 4) Explain various models of supply chain management and explain them in detail. K2 (6)
- 5) Describe the challenges and complexities that companies may face in managing distribution within their supply chains. Discuss how these challenges can impact supply chain efficiency and customer service? K3 (6)
- 6) Identify the evolution of the concept of supply chain management and its significance in modern business operations. 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) The Uber Technologies The \$41 billion dollar firm Uber Technology, Inc., is unsettling the traditional taxi business. In over 40 countries and 240 markets around the world, Uber and similar companies are challenging the existing taxi business model. Uber and its growing list of competitors, Lyft, Sidecar, and Flywheel in America, and fledging rivals in Europe, Asia, and India, think their smart phone apps can provide a new and improved way to call a taxi. This disruptive business model uses an app to arrange rides between riders and cars, theoretically a nearby car, which is tracked by the app. The Uber system also provides a history of rides, routes, and fees as well as automatic billing. In addition, driver and rider are also allowed to evaluate each other. The services are increasingly popular, worrying established taxi services in cities from New York to Berlin, and from Rio de Janeiro to Bangkok. In many markets, Uber has proven to be the best, fastest, and most reliable way to find a ride. Consumers worldwide are endorsing the system as a replacement for the usual taxi ride. As the most established competitor in the field, Uber is putting more cars on the road, meaning faster pickup times, which should attract even more riders, which in turn attracts even more drivers, and so on. This growth cycle may speed the demise of the existing taxi businesses as well as provide substantial competition for firms with a technology-oriented model similar to Uber's. The Uber business model initially attempts to bypass a number of regulations and at the same time offer better service and lower fees than traditional taxis. However, the traditional taxi industry is fighting back, and regulations are mounting. The regulations vary by country and city, but increasingly special licensing, testing, and inspections are being imposed. Part of the fee charged to riders does not go to the driver, but to Uber, as there are real overhead costs. Uber's costs, depending on the locale, may include insurance, background checks for drivers, vetting of vehicles, software development and maintenance, and centralized billing. How these overhead costs compare to traditional taxi costs is yet to be determined. Therefore, improved efficiency may not be immediately obvious, and contract provisions are significant (see www.uber.com/legal/usa/terms). In addition to growing regulations, a complicating factor in the model is finding volunteer drivers at inopportune times. A sober driver and a clean car at 1:00 a.m. New Year's Eve does cost more. Consequently, Uber has introduced "surge" pricing. Surge pricing means a higher price, sometimes much higher, than normal. Surge pricing has proven necessary to ensure that cars and drivers are available at unusual times. These higher surge prices can be a shock to riders, making the "surge price" a contentious issue. Discussion Questions 1. The market has decided that Uber and its immediate competitors are adding efficiency to our society. How is Uber providing that added efficiency? 2. Do you think the Uber model will work in the trucking industry?

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)