

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS-MBA

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Circular Economy and Reverse Logistics
Course Code: 25MBA285

Max. Marks: 50
Time: 2:30 Hrs

Instructions:

- All questions are compulsory. Kindly read the detailed instructions for each question.
- Question 1,2 & 3 carry 10 marks each.
- Question 4 carries 20 marks.

Q1.	Attempt any 1 out of 2 Questions: (10 Marks)	CO3
a)	A manufacturing firm relies heavily on virgin raw materials and follows a “take–make–waste” model. Apply your understanding of the linear economy to identify two major risks the firm may face in the long term. Suggest practical measures to mitigate these risks.	
b)	A city is facing increasing landfill pressure due to high levels of consumer waste. Using the principles of the linear economy, analyze the root causes of this issue and recommend operational strategies that can reduce waste generation.	
Q2.	Attempt any 1 out of 2 Questions: (10 Marks)	CO4
a)	Analyze how the UNEP circularity model promotes value retention across different stages of the product lifecycle & What role do different exchange levels (user-to-user, user-to-business, business-to-business) play in this process?	
b)	Critically analyze the similarities and differences between the UNEP circularity model and the Ellen MacArthur Foundation framework in achieving resource efficiency and sustainability.	
Q3.	Attempt any 1 out of 2 Questions: (10 Marks)	CO5
a)	Evaluate the effectiveness of carbon markets in promoting sustainable material recovery & To what extent do financial incentives truly drive long-term environmental benefits?	
b)	Critically assess the role of the Voluntary Carbon Market (VCM) in reducing carbon footprints & Do you think voluntary participation is sufficient to achieve significant climate impact? Justify your answer.	

Q4.	Attempt the following caselet and answer the given subquestions: (20 Marks) Caselet : Electronics Industry – Managing E-Waste Sustainably A multinational electronics manufacturer has recently shifted its business model to align with circular economy principles. The company produces smartphones, laptops, and accessories, and has introduced a reverse logistics system to recover end-of-life products from customers. Customers are encouraged to return their used devices through collection centers, retail outlets, and courier pickup services. In return, they receive discounts on new purchases. Once collected, the products are transported to centralized facilities where they are inspected, sorted, and categorized. Devices in good condition are refurbished and resold in secondary markets, extending their lifecycle. Components such as batteries, screens, and processors are extracted and reused wherever feasible. Materials that cannot be reused are sent for recycling to recover valuable metals like gold, copper, and lithium. While the initiative has significantly reduced e-waste and improved resource efficiency, the company faces several challenges. Collection rates are lower than expected due to limited consumer awareness and inconvenience in returning products. Logistics costs for transporting small quantities from dispersed locations are high. Additionally, maintaining quality standards in refurbished products and managing data security concerns remain critical issues. Despite these challenges, the company recognizes reverse logistics as a strategic investment that not only supports sustainability but also enhances brand image and opens new revenue streams. Questions: 1. Analyze how reverse logistics contributes to value retention and environmental sustainability in this case. 2. Evaluate the key challenges faced by the company in implementing reverse logistics and propose practical solutions.	CO6
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