NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

MSC IN MARKETING

SUPPLY CHAIN MANAGEMENT - CBU 5202

SUPPLEMENTARY EXAMINATION MARCH 2008

TIME ALLOWED: 3 HOURS 30 MINUTES

Instructions to candidates

1. *Answer all questions in section A and choose any Three from section B*

2. *Total marks equal 100%*

Section A

[40 marks]

Question 1

Read the case study attached titled:

A SUPPLY CHAIN CASE STUDY OF A FOOD MANUFACTURING MERGER, by David J. Parsons Andrew J. Siprelle,

Answer the questions that follow

(a) Discuss the possible reasons why the companies would opt to merge

[4]

(b) Identify the core competencies of the two companies

[4]

(c) Outline the operational and supply chain challenges brought about by the merger [8]

(d) Define term simulation and explain how simulation was used to analyse the problems [8]

(e) Explain how inventory and capacity issues are dealt with by the companies

[8]

(f) Give the possible outputs of the simulation model

[2]

(g) Give any two disadvantages of this simulation on a computer approach to supply chain design

[4]

(h) Give any two advantages of supply chain mergers as opposed to collaboration [2]

Section B

[60 marks]

Choose any Three Questions

Question 2

(a) Briefly explain why a supply chain is explained in terms of *life cycle processes*.
[2]

(b) Briefly explain the extended product concept in managing supply chains.
[6]

(c) Discuss how the supply chain can be used as a competitive weapon against competition [4]

(d) What is the relationship between operations and supply chain strategies
[4]

(e) Discuss the decision areas in supply chain management
[4]

Question 3

Using examples discuss the FIVE management activities in supply chain management and how they are affected by environmental conditions

[20]

Question 4

(a) Give Four differences between TQM and a Quality management system
[4]

(b) How is quality managed in the supply chain?
[4]

(c) Briefly explain the methodology of Quality Function Deployment
[6]

(d) Discuss the costs of quality and how they impact on the supply chain performance [6]

Question 5

(a) Explain with examples, the following concepts in supply chain management
(i) Information sharing [3]
(ii) Supply chain software [3]
(iii) Value chain [3]

(b) Discuss the importance of a project sponsor and teamwork in supply chain management [4]

(c) Briefly outline the procedure of conceptual design of a supply chain [4]

(d) Explain the impact of globalisation on supply chain networks [3]

Question 6

(a) Explain the concept of competency in supply chain management [4]

(b) Discuss ways to select spheres for supply chain development [6]

(c) Distinguish between horizontal and vertical partnerships in supply chain management [4]

(d) Expalin the term operations scheduling giving any FIVE scheduling priority rules [6]