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QUALIFICATION : BACHELOR OF BUSINESS MANAGEMENT	
QUALIFICATION CODE: 07BBMA	LEVEL: 7
COURSE: BUSINESS LOGISTICS AND SUPPLY CHAIN MANAGEMENT	COURSE CODE: BLM322S
SESSION: NOVEMBER 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

1st OPPORTUNITY EXAMINATION PAPER– November 2019

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MODERATOR: MR. MATHEW NELENGE

**THIS MEMORANDUM PAPER CONSISTS OF 6 PAGES
(INCLUDING THIS FRONT PAGE)**

INSTRUCTIONS

1. Answer **all questions**.
2. Read all the questions carefully before answering.
3. Marks are indicated at the end of each question/section.
4. Please ensure that your writing is legible, neat and presentable.

QUESTION 1: MULTIPLE CHOICE QUESTIONS [2 x 20 = 40]

1.1. The value that is added to goods through a production, manufacturing or assembly process is known as ...

- a) Form utility
- b) Place utility
- c) Time utility
- d) Possession utility
- e) Total utility

1.2. The utility that is created by moving goods from surplus points to points where relative scarcity exists is referred to as ...

- a) Form utility
- b) Place utility
- c) Time utility
- d) Possession utility
- e) Total utility

1.3. What type of utility is created if goods are available when consumers demand them?

- a) Form utility
- b) No utility
- c) Time utility
- d) Possession utility
- e) Total utility

1.4. The ability to provide the equipment and facilities that the carriage, handling and storage of a particular commodity or item requires is known as ...

- a) Accessibility
- b) Goods security
- c) Reliability
- d) Flexibility
- e) Suitability

1.5. The proven ability, readiness and willingness to effectively handle variations in order and inventory quantities, freight consignment volumes and mass, delivery times and delivery locations—without any significant loss in overall efficiency—is known as ...

- a) Accessibility
- b) Goods security
- c) Reliability
- d) Flexibility
- e) Suitability

- 1.6. The ability to provide a service between particular facilities and to physically gain access to such facilities is known as ...**
- a) Accessibility
 - b) Goods security
 - c) Reliability
 - d) Flexibility
 - e) Suitability
- 1.7. The proven record or reputation to consistently maintain punctual lead times for pre-arranged order processing, collection and delivery is known as ...**
- a) Accessibility
 - b) Goods security
 - c) Reliability
 - d) Flexibility
 - e) Suitability
- 1.8. The ability to deliver goods in the same physical condition and quantity as when tendered for storage and conveyance is known as ...**
- a) Accessibility
 - b) Goods security
 - c) Reliability
 - d) Flexibility
 - e) Suitability
- 1.9. Generally, the most important value-added service criterion is ...**
- a) Accessibility
 - b) Goods security
 - c) Reliability
 - d) Flexibility
 - e) Suitability
- 1.10. Higher levels of consumer retention lead to ...**
- a) Service effectiveness
 - b) Revenue growth
 - c) Operating-cost reductions
 - d) Working-capital efficiency
 - e) Fixed-capital efficiency
- 1.11. Reducing the investment in vehicles, handling equipment and facilities (such as terminals and warehouses), while achieving revenue growth, is known as ...**
- a) Service effectiveness
 - b) Revenue growth
 - c) Operating-cost reductions
 - d) Working-capital efficiency
 - e) Fixed-capital efficiency

- 1.12. Savings in transport costs, warehousing costs, lot quantity costs (i.e. the costs associated with purchasing and manufacturing in different lot sizes) and information-system costs are known as ...**
- a) Service effectiveness
 - b) Revenue growth
 - c) Operating-cost reductions
 - d) Working-capital efficiency
 - e) Fixed-capital efficiency
- 1.13. What can a business achieve by concentrating on eliminating the time in the logistics chain that does not add value?**
- a) Service effectiveness
 - b) Revenue growth
 - c) Operating-cost reductions
 - d) Working-capital efficiency
 - e) Fixed-capital efficiency
- 1.14. Which one of the following is NOT a pre-transaction element?**
- a) Written customer service policy
 - b) Organisational structure
 - c) Product availability
 - d) Accessibility
 - e) System flexibility
- 1.15. Which one of the following is NOT a transaction element?**
- a) Product availability
 - b) Order cycle time
 - c) Order fill rate
 - d) Order status information
 - e) Accessibility
- 1.16. Which one of the following is NOT a post-transaction element?**
- a) Availability of spares
 - b) Order fill rate
 - c) Call-out time
 - d) Customer complaints and claims
 - e) Product tracing/warranty
- 1.17. The most precise measure of performance in product availability is ...**
- a) Stockout frequency
 - b) Fill rate
 - c) Orders shipped complete
 - d) Market coverage
 - e) Reliability

1.18. Which of the following is NOT a transformed resource?

- a) Raw materials
- b) Information
- c) Customers
- d) Capital
- e) All of the above are included

1.19. Strategic decisions are generally based on ...

- a) Disaggregated data
- b) Aggregated data
- c) No data at all
- d) Raw data
- e) Very detailed data

1.20. Which of the following is NOT a type of process?

- a) Job shop
- b) Batch
- c) Project
- d) Continuous flow
- e) Repetitive process

QUESTION 2– ESSAY TYPE QUESTIONS

- 2.1 Differentiate between the different types of performance measures, and provide examples of performance measures that can be used to track processes in various functional areas of logistics? [20]**
- 2.2 Discuss the major strategic decision areas that can be divided into two overarching groups, namely structural and infrastructural decisions? [20]**
- 2.3 In implementing a supply chain strategy, what are the reasons to why strategic plans fail? [10]**
- 2.4 Describe the characteristics of smart businesses and typical steps that can be followed in order to link supply chain and business strategies? [10]**