



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF TRANSPORT MANAGEMENT BACHELOR OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT	
QUALIFICATION CODE: 07BLSC 07BTMM	LEVEL: 5
COURSE CODE: ISM511S	COURSE NAME: INTRODUCTION TO SUPPLY CHAIN MANAGEMENT
SESSION: JUNE 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Write clearly and neatly.3. Number the answers clearly.4. This paper consist of Section A (2 Questions allocated 36 Marks) & B (3 Questions allocated 64 Marks)

THIS QUESTION PAPER CONSISTS OF 5 PAGES (Including this front page)

SECTION A: MULTIPLE CHOICE AND TRUE/FALSE QUESTIONS

(36 Marks)

Question 1: Multiple Choice

Write the letter next to the correct answer.

2x10=20 Marks

- 1.1. Positive, long-term relationships between supply chain participants refer to: (2 marks)
- a) Competition
 - b) Tailored logistics
 - c) Partnerships
 - d) Supply chain management
- 1.2. According to supply chain experts, _____ has been at the centre of the changes taking place that affect the supply chain. (2 marks)
- a) logistics
 - b) warehousing
 - c) technology
 - d) customer power
- 1.3. Which of the following is not a routine occurrence in global supply chains? (2 marks)
- a) documentation errors
 - b) incomplete shipments
 - c) packaging errors
 - d) failure to follow order guidelines
 - e) all the above are routine occurrences
- 1.4. Reverse logistics is: (2 marks)
- a) Just another word for green logistics
 - b) A system that allows products to travel backwards through a distribution channel
 - c) Used to find out about other companies' logistics system
 - d) The optimal rotation of cycle stock.
- 1.5. Strategic sourcing differs from tactical purchasing in that this activity periodically: (2 marks)
- a) analyzes the organizations spend
 - b) analyzes the supply market
 - c) develops sourcing strategy and plans
 - d) outsources basic business services such as security
 - e) A, B & C

- 1.6. "Lean Thinking" can help reduce total cost of ownership (TCO), this means the supply team in the entire "chain" must work to: (2 marks)
- a) lower conversion cost
 - b) reduce cycle time cost
 - c) reduce risk cost
 - d) reduce non-value costs
- 1.7. Which of the following is not a strategic supply management activity? (2 marks)
- a) Supply Chain / Supply Networks
 - b) Research and Development
 - c) Social Responsibilities
 - d) Understand Key Supply Industries
 - e) All the above
- 1.8. Landed costs refer to: (2 marks)
- a) a product that is shipped via surface transport
 - b) a product that is quoted cash on delivery (COD)
 - c) a prepaid shipment
 - d) a price that includes both the cost of the product plus transportation to the buyer
- 1.9. The ability of logistics management to satisfy users in terms of time, dependability, communication, and convenience is the definition of: (2 marks)
- a) customer satisfaction
 - b) the order cycles
 - c) Lead time
 - d) customer service
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- 1.10. A primary aim of a procurement professional must be to achieve_____. (2 marks)
- a) value for money
 - b) stock control
 - c) inventory management
 - d) outsourcing

Subtotal: 20 Marks

Question 2: True/ False

State whether the following statements are true or false: (2x8= 16 Marks)

- a) Stock-outs refer to a situation where a company is out of an item at the same time that there is demand for that item. (2 marks)
- b) Long production runs sometimes result in excessive inventory of products with limited demand for them. (2 marks)

- c) Transportation specialists such as freight forwarders, shippers' associations, and transportation brokers can be helpful in achieving consolidation across place for small shipments. (2 marks)
- d) Order processing refers to the time from when the customer places an order until the seller receives the order. (2 marks)
- e) In make-to-order situations, finished goods are produced after receiving a customer order. (2 marks)
- f) Customer service compares a customer's actual experience with the expected experience. (2 marks)
- g) Customer service and customer satisfaction are synonymous concepts. (2 marks)
- h) It costs approximately five times as much to get a new customer as it does to keep an existing customer. (2 marks)

Sub-Total: 16 marks

SECTION B: STRUCTURED QUESTIONS

(64 Marks)

Question 3

- 3.1. Today's consumers enjoy outstanding customer services and they share their views with their suppliers regarding the conformance of the products they prefer. Briefly discuss the five (5) driving forces that contributed to the change in current business landscape? (10 marks)
- 3.2. There is a close link between globalization and global supply chains. Explain this link and its significance in business. (10 marks)

Sub-Total: 20 marks

Question 4

- 4.1. The Faculty of Computing and Informatics at Namibia University of Science and Technology identified a need to buy 50 laptops to be used by students in the computer laboratory. Discuss the procurement process/cycle of these laptops? (15 marks)
- 4.2. How can a particular logistics system be effective but not efficient? (5 marks)

Sub-Total: 20 marks

Question 5

- 5.1. Explain the logic of the EOQ model? (4 marks)
- 5.2. Define what it meant by dead inventory. Suggest ways in which organizations can manage it? (10 marks)
- 5.3. Why are cleanliness and sanitation issues relevant to warehousing operations?

(5 Marks)

5.4. Namibia Breweries Limited is the company based in Windhoek Namibia producing products such as beer and ciders that are sold in every region in Namibia, neighbouring countries and beyond the African Continent. Will you advise Namibia Breweries Limited to hire a warehouse or must they own it? Justify your answer! (5 marks)

Sub-Total: 24 marks

Total: 100 marks

THE END