



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES, AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT BACHELOR OF PROCUREMENT AND SUPPLY CHAIN MANAGEMENT	
QUALIFICATION CODE: 07 BLSC 07 BPSM	LEVEL: 7
COURSE CODE: AOL711S	COURSE NAME: ADVANCED OPERATIONAL LOGISTICS MANAGEMENT
SESSION: JULY 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS
1. Answer ALL the questions. 2. Read all the questions carefully before answering. 3. Number the answers clearly

THIS QUESTION PAPER CONSISTS OF 4 PAGES (Including this front page)

SECTION A: MULTIPLE CHOICE AND TRUE/FALSE QUESTIONS

50 MARKS

QUESTION 1: MULTIPLE CHOICE

26 MARKS

There are thirteen multiple-choice questions with several possible choices; choose the best possible answer, e.g., 1.1 A.

2x13 = 26 MARKS

- 1.1. What does reliability in supply chain management primarily focus on?
 - a) Minimising environmental impact
 - b) Ensuring consistent and timely delivery
 - c) Maximising flexibility in operations
 - d) Reducing costs at all levels
- 1.2. Which of the following best describes agility in supply chain management?
 - a) Ability to respond quickly to changes in demand or supply.
 - b) Minimising waste and conserving resources
 - c) Ensuring long-term viability and ethical practices
 - d) Providing high-quality customer service
- 1.3. What is the primary focus of sustainability in supply chain management?
 - a) Maximising profitability at all costs
 - b) Reducing lead times in production processes
 - c) Minimising the environmental impact of operations
 - d) Expanding market reach through new product lines
- 1.4. What does responsiveness in supply chain management entail?
 - a) Providing consistent and reliable delivery
 - b) Adapting quickly to changes in market conditions.
 - c) Maximizing efficiency in production processes
 - d) Maintaining a sustainable sourcing strategy
- 1.5. What does the Economic Order Quantity (EOQ) formula aim to minimize?
 - a) Ordering costs and carrying costs
 - b) Lead times and stockouts.
 - c) Holding costs and ordering costs
 - d) Carrying costs and stockouts
- 1.6. Which inventory management technique categorizes inventory items based on their importance and value to the business?
 - a) Just-in-time (JIT)
 - b) Economic Order Quantity (EOQ)
 - c) ABC analysis
 - d) Periodic Inventory System
- 1.7. What does the safety stock in inventory management help to mitigate?
 - a) Excess inventory
 - b) Stockouts
 - c) Carrying costs
 - d) Lead times.
- 1.8. Which performance measurement approach focuses on the overall impact of humanitarian logistics activities on affected populations?
 - a) Financial metrics
 - b) Customer satisfaction surveys
 - c) Social impact assessment

- d) Operational efficiency analysis
- 1.9. What does the metric "fill rate" measure in the context of humanitarian logistics?
 - a) Percentage of orders filled incorrectly.
 - b) Percentage of aid items in stock
 - c) Percentage of orders delivered on time.
 - d) Percentage of aid requests fulfilled.
- 1.10. Which metrics are used to assess the efficiency of humanitarian logistics operations?
 - a) Return on investment (ROI)
 - b) Order fulfilment cycle time.
 - c) Revenue growth rate
 - d) Market share
- 1.11. Choose what is not a characteristic of demand.
 - a) Variety
 - b) Volume
 - c) Variation
 - d) Valuable
- 1.12. Why is operational performance vital in any organisation?
 - a) Operations management is concerned with doing things better, with better quality, better service, better responsiveness, better reliability, better flexibility, better cost, and better use of capital invested in facilities.
 - b) Operations management cannot make or break any business.
 - c) The discontinued learning from no improvement activities and operations efforts can build capabilities that are difficult to imitate with no significant strategic impact.
 - d) Operations adjustment is very concerned with profit and rarely with how things are done internally and externally.
- 1.13. Inventory handling and storage costs are:
 - a) Insurance and mortgage or rental of warehouse
 - b) Outsourcing of transport activities
 - c) Cost of raw materials
 - d) Sharing of information

QUESTION 2: TRUE/FALSE

24 MARKS

State whether the following statements are true or false.

2x12 = 24 MARKS

- 2.1. Humanitarian logistics is primarily concerned with profit maximisation.
- 2.2. Humanitarian logistics is not concerned with sustainability practices.
- 2.3. Humanitarian logistics operates independently of governmental and non-governmental organisations.
- 2.4. Stakeholder engagement is not essential to strategic planning in humanitarian logistics.
- 2.5. Flexibility and adaptability are not necessary in the strategic planning process for humanitarian logistics due to the predictability of crises.
- 2.6. Capacity planning involves determining the resources needed to meet future demand.
- 2.7. Capacity planning is a one-time activity and does not require regular review and adjustment.
- 2.8. Capacity planning is primarily concerned with short-term resource allocation.
- 2.9. Capacity planning involves identifying bottlenecks and constraints in production processes.
- 2.10. Capacity planning does not consider variations in demand over time.

- 2.11. Lean management promotes a culture of continuous improvement through employee involvement and empowerment.
- 2.12. True or False: Lean management principles only apply to manufacturing industries and cannot be used in service sectors.

SECTION B: STRUCTURED QUESTIONS

50 MARKS

QUESTION 3:

20 MARKS

Discuss four phases of customer relationship management.

QUESTION 4

Assess the advantages and disadvantages of Total Quality Management.

20 Marks

QUESTION 5

10 MARKS

Every growing business should have a process to identify slow-moving or non-saleable products and consider scrapping or writing off some of those items to create room for more profitable products. Explain five key performance indicators (KPIs) that measure inventory performance.

SECTION B SUB-TOTAL: 50 MARKS

TOTAL: 100 MARKS

THE END