



**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: JUNE 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MS. E JESAYA (FM & DI) MS. D HAIKWIYU (EF) MS. E ELAGO (PM)
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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 role does CRM play in improving customer retention?
 - a) By increasing prices to boost revenue
 - b) By providing personalised experiences and addressing customer needs
 - c) By reducing the quality of products or services
 - d) By ignoring customer feedback

- 1.2. What is NOT a benefit of implementing a CRM system?
 - a) Improved customer service
 - b) Reduced marketing costs
 - c) Decreased customer loyalty.
 - d) Enhanced customer retention

- 1.3. How does CRM contribute to improving customer service?
 - a) By ignoring customer complaints
 - b) By providing consistent and personalised support across all touchpoints
 - c) By avoiding direct interaction with customers
 - d) By increasing response time to customer inquiries

- 1.4. This inventory management technique categorise inventory in their order of value or consumption units.
 - a) ABC analysis
 - b) ABS analysis
 - c) JIT technique
 - d) Cross-docking

- 1.5. This inventory management technique suggests that purchasing and shipping goods in bulk is almost always cheaper.
 - a) Bulk shipping
 - b) Back ordering
 - c) Just In Time (JIT) inventory management
 - d) Drop shipping

- 1.6. What is the primary goal of inventory management?
 - a) Maximizing production costs
 - b) Minimizing customer satisfaction
 - c) Reducing inventory holding costs
 - d) Increasing stockouts

- 1.7. Which inventory management method focuses on maintaining a constant inventory level and re-ordering only when it reaches a predetermined minimum level?
 - a) Just-in-time (JIT)
 - b) Economic Order Quantity (EOQ)
 - c) ABC analysis
 - d) Periodic Inventory System

- 1.8. What is the primary goal of lean management?
 - a) Maximizing inventory levels

- b) Minimizing customer satisfaction
 - c) Reducing waste
 - d) Increasing production lead times
- 1.9. Which of the following is a crucial principle of lean management?
- a) Batch production
 - b) Just-in-case inventory
 - c) Continuous improvement
 - d) Siloed departments
- 1.10. What does the 5S methodology in lean management focus on?
- a) Reducing cycle time
 - b) Increasing inventory levels
 - c) Organizing the workplace
 - d) Minimizing customer satisfaction
- 1.11. What is the main objective of value stream mapping in lean management?
- a) Identifying non-value-adding activities
 - b) Maximizing batch production
 - c) Increasing lead times
 - d) Siloing departments
- 1.12. Which lean management tool involves visualising how work is done, highlighting inefficiencies and opportunities for improvement?
- a) Kaizen
 - b) Andon
 - c) Kanban
 - d) Process mapping
- 1.13. 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

QUESTION 2: TRUE/FALSE

24 MARKS

State whether the following statements are true or false.

2x12 = 24 Marks

- 2.1. Efficiency in supply chain operations primarily focuses on reducing costs without compromising quality.
- 2.2. Innovation in supply chain operations refers only to introducing new technologies.
- 2.3. Quality in supply chain operations encompasses only the physical attributes of products and not the processes involved in their production.
- 2.4. Service in supply chain operations is solely concerned with customer support after the sale of products.
- 2.5. Humanitarian logistics focuses solely on delivering aid during natural disasters.
- 2.6. Humanitarian logistics involves coordinating people, processes, and resources to ensure the timely and effective aid delivery to affected populations.
- 2.7. Strategic planning in humanitarian logistics does not involve assessing risks and vulnerabilities.
- 2.8. The strategic planning process in humanitarian logistics does not consider long-term sustainability goals.

- 2.9. Humanitarian logistics strategic planning focuses solely on short-term responses to crises.
- 2.10. Delivery does not include planning and controlling the operation's activities.
- 2.11. The environmental bottom line incorporates the idea that operations should accept that they bear some responsibility for their impact on the natural environment.
- 2.12. One reason why firms keep inventory is to provide the seasonal stock or anticipation stock.

SECTION B: STRUCTURED QUESTIONS

50 MARKS

QUESTION 3:

20 MARKS

Assess the impact of the characteristics of demand, known as the 4 Vs, considering the effects of each characteristic on supply chain operations when it is at low or high levels.

QUESTION 4

10 Marks

Describe the concept of quality using five principal approaches.

QUESTION 5

20 MARKS

- a) Assess five factors influencing capacity planning in the manufacturing sector. **10 MARKS**
- b) Discuss the benefits of capacity planning. **10 Marks**

SECTION B SUB-TOTAL: 50 MARKS

TOTAL: 100 MARKS

THE END