



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**CENTRE FOR ENTERPRISE DEVELOPMENT
CATS PROGRAMME**

QUALIFICATION: CERTIFICATE IN BUSINESS PROCESS MANAGEMENT	
QUALIFICATION CODE: 21CABM	LEVEL: 5
COURSE CODE: TRL212S	COURSE NAME: TRANSPORT AND LOGISTICS MANAGEMENT 2B
SESSION: JULY 2018	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR:	HILMA KOTTI

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Write clearly and neatly.3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. BLACK OR BLUE PIN
2. RULER

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

QUESTION 1

[15 x 2 marks = 30 marks]

MULTIPLE CHOICE

1.1 Which of these is not a reason why some firms do no strategic planning?

[2 marks]

- a) Laziness
- b) Competitive leadership
- c) Honest difference of opinion
- d) Poor reward structures

1.2 A recent consumer survey conducted for a car dealership indicates that, when buying a car, customers are primarily concerned with the salesperson's ability to explain the car's features, the salesperson's friendliness, and the dealer's honesty. The dealership should be especially concerned with which dimensions of service quality?

[2 marks]

- a) communication, courtesy, and credibility
- b) competence, courtesy, and security
- c) competence, responsiveness, and reliability
- d) communication, responsiveness, and reliability

1.3 Process, which involves controlling, implementing and planning materials and final goods to meet final customer at high profits, is classified as?

[2 marks]

- a) exclusive distribution
- b) exclusive dealing
- c) physical distribution
- d) supply chain management

1.4 Logistic network through which unwanted or excess products by resellers or consumers is classified as?

[2 marks]

- a) inbound distribution
- b) outbound distribution
- c) forward distribution
- d) reverse distribution

1.5 Logistic network which moves materials from suppliers to manufacturing unit is classified as?

[2 marks]

- a) inbound distribution
- b) outbound distribution
- c) forward distribution
- d) reverse distribution

1.6 Which one is not an element in the primary activities of a value chain? [2 marks]

- a) Procurement
- b) Inbound logistics
- c) Outbound logistics
- d) Service

1.7 Vertical integration forwards is when a firm merges or acquires another? [2 marks]

- a) Towards the source of supply
- b) Towards the consumer
- c) At the same stage of the supply chain
- d) In another industry

1.8 What do companies that focus on filling a gap in the market engage in? [2 marks]

- a) Direct marketing
- b) Traditional marketing
- c) Niche marketing
- d) Outbound marketing

1.9 What does CRM stand for? [2 marks]

- a) Consumer Relations Management
- b) Customer Relationship Marketing
- c) Customer Relationship Management
- d) Consumer Returns Management

1.10 What is the well-accepted term for the function that deals with the operation's interface with its supplier markets? [2 marks]

- a) Purchasing and supply management
- b) Materials management
- c) Physical distribution management
- d) Logistics

1.11 There are five basic performance objectives which apply to all types of operation. They are: [2 marks]

- a) Quality, speed, dependability, flexibility, price.
- b) Quality, speed, adaptability, flexibility, cost.
- c) Quality, speed, dependability, flexibility, cost.
- d) Quality, speed, error-free, flexibility, price

1.12 The main role of the operations function within the organisation is to: [2 marks]

- a) Do what the market requires.
- b) Produce products and services.
- c) Implement, support and drive strategy.
- d) Make things cheaply.

1.13 The supply chains ability to react to changes in market demand is: [2 marks]

- a) supply chain responsiveness
- b) supply chain adaptability
- c) supply chain reactivity
- d) supply chain agility

1.14 The waste of overproduction is caused by: [2 marks]

- a) not fully using the skills of their employees.
- b) inflexible or unreliable processes.
- c) poorly designed processes.
- d) uncertainty with regard to delivery lead times.

1.15 During strategic planning, supply chain management places an emphasis on: [2 marks]

- a. business process monitoring
- b. business process transparency
- c. business process accountability
- d. business process excellence

Sub-total: 30 marks

QUESTION 2

Define the term transport management, and list the mode carrier selection decision process from a supply chain perspective? [10 marks]

QUESTION 3

Discuss the importance of operations management, and deliberate on the 3 (THREE) classification of operations management and give examples? [20 marks]

QUESTION 4

Explain what production planning is and list the inputs and outputs of production planning? [10 marks]

QUESTION 5

Explain comprehensively how the development of supply chain strategies can help South African or Namibian firms to achieve, build, defend and sustain its competitive advantage? [20 marks]

QUESTION 6

List any 5 (five) areas of transportation interrelationship and provide example for each area? [10 marks]

Total: 100 Marks