CPS 302: LOGISTICS & SUPPLY CHAIN MANAGEMENT

[DIPLOMA - ONLINE]

END OF MAY - AUGUST 2021 SEMESTER EXAM

TIME: 3HRS

Lecturer: Davies Ndonye

INSTRUCTIONS

This paper contains six questions of 10 marks each. Attempt FOUR questions in total. Question ONE is compulsory.

QUESTION ONE

(a) Define the term logistics. **(1 mark)**

(b) Explain the meaning of strategy, as it relates to supply chain. **(1 mark)**

(c) Discuss TWO examples of soft objectives a logistics firm can set to attain market advantage. **(2 marks)**

(d) Describe TWO examples of hard objectives a logistics firm can set to attain market advantage. **(2 marks)**

(e) Identify any FOUR major stakeholders in an organization **(4 marks)**

QUESTION TWO

(a) State ONE benefit of the "Vendor-managed inventory (VMI)" approach to inventory and order fulfilment. **(1 mark)**

(b) A system used in segmenting suppliers into categories is based on the strength of the buying company in the buyer–supplier relationship, and the number of suppliers able and willing to supply product items in the short term. From this perspective, identify the name given to product items described as follows: **(4 marks)**

i. Those for which the buyer has strength but there are few available suppliers.
ii. Where the buyer has little power and there are few alternatives.
iii. Those either not jointly developed; unbranded; do not affect performance and safety; require low investment in specific tools and equipment.

iv. Where there are a large number of available suppliers and the buyer has high spending power.

(c) Identify FIVE advantages of partnerships among supply chain firms. **(5 marks)**

QUESTION THREE

(a) With reference to strategies used to manage timeliness in the logistics pipeline, explain the meaning of the phrase "make to order (MTO)"? **(1 mark)**

(b) Define the term market segmentation **(1 mark)**

(c) Explain FOUR possible ways in which markets can be segmented **(8 marks)**

QUESTION FOUR

(a) New procurement technologies are beneficial in creating value for organizations in significant ways. However, there are also risks involved in the use of new technologies. Identify any FOUR such risks. **(4 marks)**

(b) Explain three challenges associated with international supply of goods. **(6 marks)**

QUESTION FIVE

(a) Describe TWO ways supply chain can make bottom line improvements to business performance. **(2 marks)**

(b) Discuss FOUR reasons why organizations should focus on creating loyal customers. **(4 marks)**

(c) Explain TWO reasons why supply chain professionals should have strong interpersonal skills. **(4 marks)**

QUESTION SIX

a) Giving examples, differentiate between fixed costs and variable costs in supply chain. **(4 marks)**

b) The balanced scorecard as a performance measurement system proposes to balance the financial perspective with three other perspectives for the underlying drivers of long-term profitability. Explain the THREE perspectives. **(6 marks)**