FINAL EXAMINATION
SECOND SEMESTER 2011 / 2012 SESSION

COURSE CODE / NAME : BPMM 3263 / SUPPLY CHAIN MANAGEMENT
DATE : 6 JUNE 2012 (WEDNESDAY)
TIME : 09:00 AM. – 11:30 AM. (2.5 HOURS)
VENUE : DTSO

INSTRUCTIONS :
1. This examination paper contains FIVE (5) QUESTIONS in THREE (3) printed pages excluding the cover page.
2. You have to answer ALL questions in the answer book provided.
3. Candidates are NOT ALLOWED to take both exam question and exam sheet out of the exam hall.
4. Candidates are bound by the UUM’S RULES AND PROCEDURES ON ACADEMIC FRAUD.

MATRIC NO : ____________________________ ( in word ) ____________________________ ( in number )
IDENTIFICATION CARD NO. : ____________________________
LECTURER : ____________________________
GROUP : □ TABLE NO. : ____________________________

DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED

CONFIDENTIAL
QUESTION ONE (20 MARKS)

a) As the supply chain manager of UUM Berhad, using appropriate examples, you are required to explicitly explain THREE (3) decision phases that must be made in a successful supply chain.

(10 Marks)

b) You are required to briefly explain the following terms with appropriate examples.

1. Supply Chain Management
2. Outsourcing
3. E-Business
4. Economies of Scale
5. Safety Inventory

(10 Marks)

QUESTION TWO (20 MARKS)

a) As the unit head of the department in-charge of supply chain strategy, what is strategic fit?

(4 Marks)

b) List and explain the three basic steps to achieving strategic fit.

(6 Marks)

c) Using appropriate curve, discuss the impact of the product life cycle on strategic fit between supply chain responsiveness and supply chain efficiency.

(10 Marks)
QUESTION THREE (20 MARKS)

a) Explain the basic trade-off between responsiveness and efficiency for each of the FOUR (4) major drivers of supply chain performance. (10 Marks)

b) Using appropriate curve, explain how the design of the distribution network affects the cost of the FOUR (4) major supply chain drivers. (10 Marks)

QUESTION FOUR (20 MARKS)

a) Explain the term “Predictable Variability” and list TWO (2) broad approaches through which firm can handle predictable variability. (4 Marks)

b) List and briefly explain with examples delivery options that are available to a supply chain manager? (6 Marks)

c) The XYZ Company has an assembly plant in Cincinnati and its parts plant in Indianapolis. Parts are transported from Indianapolis to Cincinnati using trucks. Each shipment costs $100. The Cincinnati plant assembles and sells 300 finished products each day and operates 50 weeks a year. Part #456 costs $50 and XYZ Company incurs a holding cost of 20 percent per year. How many of part #456 should XYZ Company put in each shipment? What is the cycle inventory of part #456 at XYZ Company? (10 Marks)
QUESTION FIVE (20 MARKS)

a) As a demand management expert in your company, using appropriate examples you are required to briefly explain the applications of the following concepts in your company: (i) Make-to-Stock (ii) Assemble-to-Order (iii) Make-to-Order (iv) Engineer-to-Order

(10 Marks)

b) As the advanced SOP manager in Nokia PLC, the management has recently charged you with the responsibility of determining the best units of Nokia N70 and Nokia C3 that can be produced given the company’s current constraints. Below is the table that contains information on the available labor and iron in the company.

<table>
<thead>
<tr>
<th>Revenue PRODUCT</th>
<th>Labor (hr/unit)</th>
<th>Iron (lb/unit)</th>
<th>($/unit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nokia N70</td>
<td>3</td>
<td>12</td>
<td>120</td>
</tr>
<tr>
<td>Nokia C3</td>
<td>6</td>
<td>9</td>
<td>150</td>
</tr>
</tbody>
</table>

There are 120 hours of labor and 360 pounds of clay available each day. Decision variables are:

\[ X_1 = \text{NUMBERS OF Nokia N70 to produce} \]

\[ X_2 = \text{NUMBERS OF Nokia C3 to produce} \]

(10 Marks)

End of Questions