FINAL EXAMINATION FIRST SEMESTER 2012/2013 SESSION

COURSE CODE / NAME: BPMM 3263 / INDUSTRIAL MARKETING

DATE / DAY : 01 JANUARI 2013 (TUESDAY)

TIME : 09:00 AM. - 11:30 AM. ( 2½ HOURS)


INSTRUCTIONS:

1. This examination paper contains FIVE (5) QUESTIONS in TWO (2) printed pages excluding the cover page.
2. You have to answer ALL questions in the answer booklet provided.
3. Candidates are NOT ALLOWED to take both exam question and answer booklet 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 NAME: __________________________

GROUP: ______ TABLE NO.: ______

DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED
QUESTION ONE (20 MARKS)

a) As the Supply Chain Manager of UUM Berhad, you are required to briefly explain THREE (3) macro processes within a supply chain. Provide an appropriate example for each process.

(10 marks)

b) You are required to briefly explain the following terms with an appropriate example for each term.

1. Supply Chain Surplus (2 marks)
2. Seasonal Inventory (2 marks)
3. Lead Time (2 marks)
4. Zone of Strategic Fit (2 marks)
5. Aggregate Planning (2 marks)

QUESTION TWO (20 MARKS)

a) As the Unit Head of the department in-charge of supply chain strategy, list and briefly define the FOUR (4) major drivers of supply chain performance.

(10 marks)

b) Briefly explain the measures of customer service that are influenced by the structure of a distribution network.

(10 marks)

QUESTION THREE (20 MARKS)

a) Briefly describe FIVE (5) factors that influence supply chain network design decisions.

(10 marks)

b) The XYZ Company has a choice between two warehouses. A lease at location A costs RM 1,000 per month with a payment of RM 2,000 upfront to guarantee the 3 year's lease. Location B would cost RM 1,200 per month and would be leased from month to month. The anticipated revenue from either location is RM 1,500 per month. The estimated rate of return is 10% per year. Using net present value, determine which location would be the better choice.

(10 marks)
QUESTION FOUR (20 MARKS)

a) Briefly explain FOUR (4) types of forecasting methods, and provide an example for each type.

(8 marks)

b) Given the following information, calculate the cash-to-cash cycle time:

- Sales over last 30 days = RM 2,040,000
- Accounts receivable = RM 400,000
- Inventory value = RM 800,000
- Cost of sales = 60% of total sales
- Accounts payable = RM 320,000

(12 marks)

QUESTION FIVE (20 MARKS)

a) As a demand management expert in your company, you need to explain what is the bullwhip effect and how it relates to the lack of coordination in the supply chain.

(10 marks)

b) As the buyer for UUM COB, you are informed that UUM COB needs 1,000 computer makers per year. The cost of each computer maker is RM 78. Ordering cost is RM 100 per order. Carrying cost is 40% of per unit cost. Lead time is 5 days. UUM COB is open 365 days/year. What is the Economic Order Quantity (EOQ) and Reorder Point (ROP) for COB?

(10 marks)

END OF QUESTIONS