



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

---



---

Subject Code & Name : **DRL 1306 SUPPLY CHAIN MANAGEMENT**  
 Semester & Year : JANUARY – APRIL 2016  
 Lecturer/Examiner : Katrina Chua  
 Duration : 2 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:  
**PART A (25 marks) : Answer all TWENTY FIVE (25) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**  
**PART B (75 marks) : Answer all FIVE (5) short answers questions. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

**Total Number of pages = 6 (Including the cover page)**

**PART A : MULTIPLE CHOICE QUESTIONS (25 MARKS)**

**INSTRUCTION(S)** : Questions 1-25 are multiple choice questions. Shade your answers in the Multiple Choice Answer Sheet provided. You are advised to use a 2B pencil.

---

*The page is deliberately left blank.*

**END OF PART A**

**PART B : SHORT ANSWER QUESTIONS (75 MARKS)**

**INSTRUCTION (S)** : There are **FIVE (5)** questions in this section, answer all questions.  
Write your answers in the Answer Booklet(s) provided.

---

**QUESTION 1**

Discuss the goal of a supply chain and explain the **TWO (2)** impacts of a supply chain decisions on the success of an organization. (15 marks)

**QUESTION 2**

Describe the **THREE (3)** major obstacles that must be overcome to manage a supply chain successfully. (15 marks)

**QUESTION 3**

- a) Define Strategic Alliance. (3 marks)
  - b) List and define the **THREE (3)** components and characteristics of a strategic alliance. (12 marks)
- (TOTAL 15 marks)**

**QUESTION 4**

- a) In a Global Supply Chain environment, discuss the **THREE (3)** supply chain integration requirements. (9 marks)
  - b) List **THREE (3)** challenges related to Global Sourcing Strategies. (6 marks)
- (TOTAL 15 marks)**

**QUESTION 5**

Discuss the **FIVE (5)** major supply chain drivers. (15 marks)

**END OF QUESTION PAPER**