



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : MGT1223 Supply Chain Management
Trimester & Year : January - April 2018
Lecturer/Examiner : Dr. Lai Ving Kam, Associate Professor
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (20 marks) : Complete ALL 20 multiple choice questions. Answers are to be shaded in Multiple Choice Answer Sheet provided.
 - PART B (80 marks) : Answer only FOUR (4) short-essay questions of 20 marks each out of 9 questions given. 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 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.

Total Number of pages = 8 (Including the cover page)

PART B : Short- ESSAY QUESTIONS (80 MARKS)
INSTRUCTION(S) : Answer only **FOUR (4)** short-essay questions of 20 marks each out of total **NINE (9)** questions given. Answers are to be written in the Answer Booklet provided.

Question 1

- a. Select an industry or business that you are familiar, illustrates what is supply chain management. (10 Marks)
- b. Describe at least **FIVE (5)** important activity of Supply Chain Management in a rapidly changing market environment. (10 Marks)
(Total 20 Marks)

Question 2

- a. Illustrate **THREE (3)** reasons why Alliances are popular in Supply Chain. (10 Marks)
- b. Describe **THREE (3)** reasons why Global Alliances, however are different from domestic alliances in logistics and supply chain management. (10 Marks)
(Total 20 Marks)

Question 3

- a. Outline **FIVE (5)** importance of Customer Relationship Management. (10 Marks)
- b. Illustrate **FOUR (4)** importance of Inventory Management. (10 Marks)
(Total 20 Marks)

Question 4

- a. Illustrate **SIX (6)** Supplier Selection criteria. (12 Marks)
- b. Select **Four (4)** attributes to be considered when making the purchasing decision. (8 Mark)

Question 5

a. Identify the **FOUR (4)** buying situations in manufacturing industry.

(10 Marks)

b. Given the nature of the decision, procurement should be heavily involved in outsourcing as they can add value to the decision. Illustrate **FOUR (4)** procurement's role in outsourcing.

(10 Marks)

(Total 20 Marks)

Question 6

a. Describe **FOUR (4)** factors that support a successful transportation management, in maritime sector.

(10 Marks)

b. Illustrate **FOUR (4)** practical issues in Transportation scheduling.

(10 Marks)

(Total 20 Marks)

Question 7

a. Illustrate **FOUR (4)** strategic roles of Physical distribution.

(10 Marks)

b. Physical Distribution is a Supply Chain Management functions. Name **THREE (3)** functions which are significant in Supply Chain Management.

(10 Marks)

(Total 20 Marks)

Question 8

Outline **FIVE (5)** benefits to INSOURCE and **THREE (3)** risks of INSOURCING.

(20 Marks)

Question 9

a. Summarise at least **FOUR (4)** considerations in Global supply chains.

(10 Marks)

b. Illustrate **FOUR (4)** reasons for companies to adopt international sourcing in furniture industry in Malaysia.

(10 Marks)

(Total 20 Marks)

End of Exam Paper