



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT1233 INVENTORY MANAGEMENT**
 Semester & Year : September - December 2021
 Lecturer/Examiner : Sheau Huey
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (20 marks) : Answer all TWO (2) short answers questions. Answers are to be written in the Answer Booklet provided.
 - PART B (60 marks) : Answer all THREE (3) long essay questions. Answers are to be written in the Answer Booklet provided.
 - PART C (20 marks) : Answer all TWO (2) scenario-based questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 = 4 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (20 MARKS)

INSTRUCTION(S) : Answer all **TWO (2)** questions. Write your answers in the Answer Booklet(s) provided.

1. Explain the following acronyms:
 - a) Inventory Management
 - b) Stock
 - c) Item
 - d) Stock Keeping Units (SKU)
 - e) Just-in-time (JIT)

[Total: 10 marks]

2. Describe ABC Analysis in detail with **FIVE (5)** points.

[Total: 10 marks]

END OF PART A

PART B : ESSAY QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer all **THREE (3)** questions. Write your answers in the Answer Booklet(s) provided.

1. Explain **FOUR (4)** forecasting methods that can be used to maintain a proper merchandise assortment while ensuring sufficient inventory.

[Total: 20 marks]

2. Compare **FIVE (5)** differences between periodic review systems and perpetual inventory counting system that will be used by retailers.

[Total: 20 marks]

3. Discuss **FIVE (5)** types of discounts that can be applied by retailers while negotiating with suppliers. Provide examples to support your answer.

[Total: 20 marks]

END OF PART B

PART C**- SCENARIO-BASED QUESTIONS (20 MARKS)****INSTRUCTION(S)**

- Answer **ALL TWO (2)** questions. Write your answers in the Answer Booklet (s) provided.

SCENARIO**Boeing brings its customers on board**

Arguably the most innovative new passenger aircraft to enter service over the last few years was the Boeing 777, a new twin-engined aircraft, in the 300-plus seats category, to compete with established models from McDonnell and Airbus. The existence of established competitor products is important. When Boeing developed the 747 'Jumbo' jet aircraft, it had no direct competitors. The company's customers either wanted the product or they didn't. Not so for the 777; Boeing knew that it must consider its customers' requirements. The company had to take a new course – to understand its customers' needs and then to transform that knowledge into an aircraft that could best meet those needs. Boeing has always maintained close involvement with its customers, but this project called for a new depth of listening and understanding. Initially, eight large potential customers (including British Airways, Japan Airlines and Qantas) were invited to participate in creating the design concepts. It soon became clear that the customers did have important requirements, the most vital of which was that the aircraft should be around 25 per cent wider than the 767. In fact Boeing had originally hoped to lengthen the 767 fuselage to give the extra capacity, so avoiding some of the costs involved in a completely new fuselage. The customers also wanted much more flexibility in the configuration of the passenger space. Conventionally, cabin space had been divided up into sections, separated by fixed galleys and toilets at predetermined positions, fixing the ratio of passenger capacities of each class. However, the airlines all indicated that they wanted to be able to configure the cabin to their own requirements. Finally, the airlines insisted that the new design should be free of the usual level of minor, but irritating, faults which had bugged the early operations of some of the other aircraft. Boeing did meet its customers' requirements and even improved upon them in some ways. They achieved this by using design/build teams, and by a particularly powerful computer-aided design (CAD) system. Customers were closely involved right from the start of the design. They even came up with some good suggestions. For example, one airline suggested a new layout for the rear galley which allowed an extra 12 seats to be included in the aircraft

- a) Based on the scenario above, identify **FIVE (5)** problems that you think might be associated with bringing customers together in the way that Boeing did. [10 marks]
- b) Highlight **FIVE (5)** reasons on why Boeing's customers wanted the flexibility to configure passenger space by relating with the case above. [10 marks]

[Total: 20 marks]

END OF EXAM PAPER