

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Semester VII) Examination – July 2018

INB /MKT 2204 – Supply Chain Management

Two (02) Hours

Answer all questions.

1.
 - i. “Zara”, the fashion retailer can be considered as one of the largest fashion retailers in the 21st century and is one of the top 50, most valuable brands in the world. Briefly evaluate how “Zara” has effectively managed its supply chain.
(06 Marks)
 - ii. List main parties that are involved in a supply chain.
(04 Marks)
 - iii. Briefly explain the main decision phases that are involved in the supply chain of an organization.
(05 Marks)
 - iv. Identify the “macro processes” which are performed to ensure effectiveness in a supply chain?
(05 Marks)

(Total 20 Marks)

2.
 - i. Distinguish with examples, the difference between types of supply chain integration and strategies of supply chain integration
(06 Marks)
 - ii. Explain the concept of “supply chain value” with an example.
(04 Marks)

- iii. Analyze the concept of “bullwhip effect” in a supply chain with an example, including its reasons for existence.

(05 Marks)

- iv. “Luxury Hotels”, is offering two main types of room services to its hotel guests. One category of rooms are “superior” rooms which has a demand curve of $d_1=5000-20p$ whereas the other category of rooms would be “deluxe” rooms, which faces a demand curve of $d_2=5000-40p$. The operating costs for the hotel services would be $c= \$10$ per room.

- a. What price should the hotel charge from each category if its goal is to maximize profits?
- b. If the hotel is to charge a single price for both types of rooms, what should it be?

(Note: your answers for “a” and “b” should include calculations of demand and profits)

(05 Marks)

(Total 20 Marks)

3. i. Evaluate the difference between buy back contracts and pay back supply contracts, including benefits and costs of having such contracts.

(06 Marks)

- ii. List the main components that should be included in a supply contract.

(04 Marks)

- iii. What is meant by optimizing the supply chain? Explain this concept with an example.

(05 Marks)

- iv. Explain how “Amazon Inc.” can achieve global optimization in its online order delivery system.

(05 Marks)

(Total 20 Marks)

4. i. Briefly analyze how “Unilever”, the FMCG Company has implemented necessary measures to ensure sustainability in its supply chain operations.

(06 Marks)

ii. Outline the main dimensions of sustainability with examples for each.

(04 Marks)

iii. What is meant by a “closed loop supply chain”? Explain how an organization can achieve such supply chains.

(05 Marks)

iv. Explain how organizations can achieve sustainability by using various drivers of supply chain.

(05 Marks)

(Total 20 Marks)

5. i. Identify a particular organization’s supply chain strategy and its competitive strategy and evaluate how it can achieve strategic fit.

(06 Marks)

ii. Evaluate the concepts of logistics, distribution and transportation with an example.

(04 Marks)

iii. Distinguish between an efficient supply chain and a responsive supply chain

(05 Marks)

iv. What are the main strategies of distribution that can be utilized by an organization?

(05 Marks)

(Total 20 Marks)