

Exam in Supply Chain Management

TEK410-0111 Examination : 20 Oct 2011 - 2.00 pm, HA, HB, HC, Length: 4 hours

Information

Standard calculator and English dictionary allowed.

Kristina will show up about 15.00 to answer questions.

Results will be announced by Ladok.

Exams can be reviewed; November 9 between 11:30-13:00 at The Division for Logistics and Transportation.

Instructions for the exam and your answers:

- Your result on the exam will be added to your term paper result. Together, these results form your grade.
- The whole exam can give 50 points maximum, (grade 3 >20p, grade 4 >30p, grade 5 >40p)
- To get full points on a question, your answer should be comprehensive, well elaborated and ideally illustrated/exemplified, and *fairly* well written.
- Each answer could be on several pages, but ***not more than one answer on each page***

Tips for answering:

- Read and analyze – briefly – all questions before you start answering
- Plan the whole time according to your brief analysis of the exam
- Don't forget to plan for some extra time in the end
- If you "get stuck" on one question – go to the next one
- Think about your handwriting; make sure it's easy to read your answers
- You are allowed to use a pencil for your answers

Good luck!!!

Question 1 (10 points)

One phenomenon that today is quite well-known is “The Bullwhip effect”. Explain four major causes of the bullwhip effect. There are different ways to counteract the Bullwhip Effect and these ways can be divided into three major groups. Explain these three major ways of improving a supply chain give at least one example of a counteract to the bullwhip effect in each way.

Question 2 (8 points)

Explain how Logistics can contribute to the companies “Bottom Line” or the Return of Investment (ROI). The answer shall include a both a explanation of activities as well as a model on how the Logistics activities can affect the ROI.

Question 3 (10 points)

Professor Martin Christopher mention, both in his textbook as well as during the lecture, some Mega-trends that are changing the supply chain landscape. Explain the 4 largest mega trends that were discussed. (4p)

In the same lecture we discussed The Changing Risk Profiles of Supply Chains. Explain and discuss these risk profiles, e.g. why they increase the risk profiles for the supply chains (6p)

Question 4 (8 points)

The tacit knowledge that underlines The Toyota production System can be captured in four basic rules. Explain these four rules.

Question 5 (6 points)

In the course we have discussed different ways on how we can use logistics to create a competitive advantage. Person summarise this into 3 basic strategies. Explain these strategies.

Question 6 (8 points)

Some authors have stated that you can't be agile without being lean. Explain what they mean with this.