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**UNIVERSITI TUN HUSSEIN ONN
MALAYSIA**

**FINAL EXAMINATION
SEMESTER I
SESSION 2011/2012**

COURSE NAME : SUPPLY CHAIN MANAGEMENT
COURSE CODE : BPB 32303
PROGRAMME : 3 BPA
EXAM DATE : JANUARY 2012
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTIONS PAPER CONSISTS OF **THREE (3)** PAGES.

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- Q1. (a) Wal-Mart designs its networks so that a distribution center (DC) supports several large retail stores.

Explain **FOUR (4)** ways how Wal-Mart uses such network to reduce transportation costs while replenishing inventories more frequently.

(10 marks)

- (b) Compare the transportation costs for an e-business such as Amazon.com and a retailer such as Home Depot.

(10 marks)

- Q2. Explain the revenue management opportunities that are available to the following firm and how it can take advantage of these opportunities.

- (a) A manufacturer

(10 marks)

- (b) A trucking firm

(10 marks)

- Q3. (a) Explain **TWO (2)** ways how Wal-Mart benefits from good sourcing decisions.

(8 marks)

- (b) Explain the factors that lead Wal-Mart to own its trucks although many retailers outsource all their transportation.

(12 marks)

- Q4. (a) Discuss why the high technology industry has been the leader in adopting supply chain IT systems.

(10 marks)

- (b) Based on supply chain perspective, explain which organization, manufacturers or service, is better candidates for IT enablement.

(10 marks)

- Q5. (a) Lack of coordination is a common problem that has an impact on supply chain performance.

Discuss the impact of lack of coordination on the supply chain performance.
(14 marks)

- (b) Cooperation and trust within the supply chain can help a firm to improve its performance.

Explain **TWO (2)** reasons on how cooperation and trust can improve performance in a supply chain partnership.

(6 marks)

END OF QUESTION PAPER