

**UNIVERSITY OF BOLTON**

**MSC LOGISTICS AND SUPPLY CHAIN  
MANAGEMENT**

**SEMESTER 1 EXAMINATION 2018/2019**

**SUSTAINABILITY IN BUSINESS OPERATIONS**

**MODULE NO. SCM7007**

Date: Thursday 17 January 2019

Time: 2.00 – 5.00

---

**INSTRUCTIONS TO CANDIDATES:**

There are six (6) questions on this paper.

Answer four (4) questions.

All questions carry equal marks.

---

University of Bolton  
MSc Logistics and Supply Chain Management  
Semester 1 Examination 2018/2019  
Sustainability in Business Operations  
Module No. SCM7007

**Question 1:**

The development of robust mechanisms for supply chain performance measurement have been identified as an integral step needed for the transition towards sustainable supply chain systems and a greener global economy.

Critically assess five (5) features of a sound sustainable supply chain performance measurement system. Support your answer with appropriate examples.

**(Total 25 Marks)**

**Question 2:**

Sustainable business model archetypes are introduced to categorise and explain business model innovations for sustainability, provide mechanisms to assist the innovation process for embedding sustainability in business models, and provide exemplars for businesses to de-risk the sustainable business model innovation process. One of the archetypes is 'creating value from waste'.

Using an organisation of your choice, critically discuss this particular sustainable business model archetype. In your answer, pay attention to the concepts of 'value proposition', 'value creation and delivery', and 'value capture'.

**(Total 25 Marks)**

**Question 3:**

Sustainable product design is a philosophy of designing physical objects, complying with the principles of economic, social, and environmental sustainability.

Critically assess the following (3) principles in which the concept of sustainable design can be adopted. Support your answer with appropriate examples.

- Making it less complex
- Making it more useful
- Reducing material variety

**(Total 25 Marks)**

**Please turn the page**

University of Bolton  
MSc Logistics and Supply Chain Management  
Semester 1 Examination 2018/2019  
Sustainability in Business Operations  
Module No. SCM7007

**Question 4:**

A recent study found that a group of coffee retailers committed to socially responsible sourcing (i.e. fair-trade) practices tended to perform significantly better than a group which has yet to commit socially responsible sourcing practices with a concern over increased purchasing price. This suggests that fair-trade is an important aspect in responsible retailing.

Critically discuss the term fair-trade and evaluate the following two (2) principles underlying the practice.

- Fair price
- Fair labour conditions

**(Total 25 Marks)**

**Question 5:**

Over the last decade, many companies around the world have been implementing green supply chain management (GSCM) as ways to enhance their competitive edge in the global market.

Critically analyse how an organisation of your choice can utilise the following three (3) practices in achieving sustainable competitive edge.

- Green purchasing
- Green manufacturing
- Green logistics and distribution

**(Total 25 Marks)**

**Question 6:**

Sustainable supply chain initiatives often relate to a firm's reverse logistics. Using reverse logistics as a strategy, critically evaluate how a manufacturing firm can use this concept to benefit its economic performance in particular. Include in your evaluation a discussion of the concept and examples.

**(Total 25 Marks)**

**END OF QUESTIONS**