

**UNIVERSITY OF BOLTON**

**OFF CAMPUS DIVISION**

**SCMPC MALAYSIA**

**MSC SUPPLY CHAIN MANAGEMENT**

**SEMESTER 2 EXAMINATION 2018/2019**

**SUPPLY CHAIN STRATEGY**

**MODULE NO: EBU7000**

Date: Saturday 13<sup>th</sup> April 2019

Duration: 2 hours

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**INSTRUCTIONS TO CANDIDATES:**

There are six questions on this paper.

Answer any four questions.

All questions carry equal marks.

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Module No. EBU7000

### **Question 1**

Critically evaluate, discuss and demonstrate how PESTLE analysis is conducted. Using the information available within choice of your company, identify six factors, one from each of the PESTLE methodology categories. On the basis of your findings, suggest a logical course of action for the future evolution of the choice of your company's supply chain.

**[25 Marks]**

### **Question 2**

Use Porter's Five Forces to examine the forces acting upon and within the group of companies with an interest in product or service of your choice entry (i.e. Mobile, Automotive, Oil & Gas or 3PL that address similar need to your company). In your answer, address in particular the threat posed by rival products and substitution.

**[25 Marks]**

### **Question 3**

Critically assess three procurement and sourcing strategies that an organization can deploy to position itself in a supply chain, considering that different organizations choose different bases for competition. In your answer, include justification about their applicability and relevance.

**[25 Marks]**

### **Question 4**

Explore the possible strategies by which choice of your company could ensure that the role of supply chain management, in particular purchasing strategy and distribution strategy, would address 'supply chain' as the last frontier for the choice of your organization to gain competitive advantage in the market position within the choice of your company's industry. Briefly discuss the advantages and disadvantages for the choice of your company.

**[25 Marks]**

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**Question 5**

There is a widely held belief that competition will increasingly occur not between companies, but between supply chains. With this in mind, critically assess areas and considerations in which an organization can focus when devising a set of distribution strategies. Support your answers with appropriate examples.

**[25 Marks]**

**Question 6**

- (i) Many organizations focus their attention in managing their pipeline inventory holding cost, this might not be applicable in all cases. Critically appraise a range of inventory holding strategies, giving scenarios in which, each may be beneficial. **[13 marks]**
- (ii) There are said to be three distinct elements to supply chain strategy, identify them, and critically appraise the example of your choice of company's strategy, based on the information available in the choice of your company. **[12 Marks]**

**-END OF QUESTIONS-**