

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 15th June 2019

Duration: 2 hours

INSTRUCTIONS TO CANDIDATES:

There are six questions on this paper.

Answer any four questions.

All questions carry equal marks.

University of Bolton
Off Campus Division
SCMPC Malaysia
MSc Supply Chain Management
Semester 2 Examination 2018/2019
Supply Chain Strategy
Module No. EBU7000

Question 1

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 organisation can focus upon when devising a set of distribution strategies. Support your answers with appropriate examples.

[25 Marks]

Question 2

I) Discuss 'Offshoring', 'Onshoring' and 'Nearshoring' and critically evaluate how they can be beneficial to an organisation, addressing the complexity of the present-day supply chain.

[12 marks]

II) why don't we see the same "fully integrated" strategy nowadays? Critically assess this statement with regards to 'Vertical integration'. Support your answers with appropriate rationale and examples.

[13 Marks]

Total 25 Marks

Question 3

The World Organisation on Economic Development recognises sustainability as 'meeting the needs of the present without compromising the ability of future generation to meet their own needs'. Critically appraise how an organisation can employ the concept of sustainability within the supply chain, creating a source of competitive advantage.

[25 Marks]

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Question 4

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

[25 Marks]

Question 5

I) Many organisations 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]

Total 25 Marks

Question 6

Explore the possible strategies by which the company of your choice could ensure the role of supply chain management. In particular, pay attention to purchasing strategy and distribution strategy which could address 'supply chain' as the last frontier to gain competitive advantage. Briefly discuss the advantages and disadvantages for the strategies identified.

[25 Marks]

-END OF QUESTIONS-