



**FINAL EXAMINATION**  
**MARCH 2024**

---

<b>COURSE TITLE</b>	<b>SUPPLY CHAIN MANAGEMENT</b>
<b>COURSE CODE</b>	<b>RMGT3253</b>
<b>DATE/DAY</b>	<b>29 JUNE 2024 / SATURDAY</b>
<b>TIME/DURATION</b>	<b>01:00 PM - 03:00 PM / 02 Hour(s) 00 Minute(s)</b>

---

**INSTRUCTIONS TO CANDIDATES :**

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 2 Printed Pages including front page)

**\*\*\*DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO\*\*\***

There are **THREE (3)** questions. Answer **ALL**.

**[60 MARKS]**

**Question 1**

(20 Marks)

Procter & Gamble (P&G) has been trying to build a strategic partnership within its supply chain that will better coordinate their actions and be mutually beneficial.

- a. Describe the difference between an arm's length relationship and partnering in supply chain management for a large company like P&G. (8 marks)
- b. Discuss any **TWO (2)** advantages of a partnership. (6 marks)
- c. Discuss any **TWO (2)** factors for maintaining a partnership. (6 marks)

**Question 2**

(20 Marks)

One of the biggest challenges with offshoring is the increased risk and its potential impact on cost.

- a. Describe any **TWO (2)** dimensions to consider when evaluating total costs from offshoring. (8 marks)
- b. Describe any **FOUR (4)** risks of global supply chain management. (12 Marks)

**Question 3**

Discuss **FOUR (4)** roles of Information Technology in supporting Customer Relationship Management (CRM) implementation within the supply chain. (20 marks)

\*\*\* END OF QUESTION PAPER \*\*\*