



FINAL EXAMINATION
MARCH 2024

COURSE TITLE	GLOBAL SUPPLY CHAIN MANAGEMENT
COURSE CODE	RMGT4413
DATE/DAY	19 JUNE 2024 / WEDNESDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

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 5 Printed Pages including front page)

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

This question paper contains TWO (2) sections. Answer ALL questions. [60 MARKS]

SECTION A

(20 Marks)

There are TWENTY (20) questions in this section. Answer ALL questions in the OMR form.

1. Which of the following is **NOT** a potential benefit of investing in fixed assets in the supply chain?
 - A. Increased operational efficiency
 - B. Reduced lead times
 - C. Higher inventory holding costs
 - D. Improved product quality

2. _____ best defines fixed capital efficiency in the supply chain.
 - A. Maximising the utilisation of fixed assets to minimise operational costs
 - B. Minimising the investment in fixed assets to reduce short-term expenses
 - C. Increasing the turnover rate of fixed assets to maximise short-term profits
 - D. Optimising the allocation of fixed assets to improve long-term competitiveness

3. What is Customer Lifetime Value (CLV)?
 - A. The total revenue generated by a customer in a single transaction.
 - B. The total profit generated by a customer over a specific period.
 - C. The projected revenue a customer will generate over their entire relationship with a business.
 - D. The average spending of a customer in a given month.

4. _____ is typically included in the calculation of total costs for a supply chain.
 - A. Marketing expenses
 - B. Employee training costs
 - C. Inventory holding costs
 - D. Research and development expenditures

5. What is the primary goal of employing differential pricing in the supply chain?
 - A. Maximising customer loyalty
 - B. Minimising production costs
 - C. Achieving price discrimination
 - D. Standardising pricing strategies

6. When making offshoring decisions in the supply chain, which cost is typically **NOT** considered?
- A. Labour costs
 - B. Transportation costs
 - C. Regulatory compliance costs
 - D. Domestic market demand
7. _____ is a common risk factor in global supply chain management.
- A. Employee satisfaction
 - B. Economic growth
 - C. Natural disasters
 - D. Advertising effectiveness
8. What is a common forecast risk in supply chain management?
- A. Product quality
 - B. Transportation efficiency
 - C. Demand variability
 - D. Supplier reliability
9. _____ is **NOT** a global supply chain risk.
- A. Inventory risk
 - B. Capacity risk
 - C. Receivables risk
 - D. Quality risk
10. Which strategy involves spreading supply chain activities across multiple geographic locations to reduce the impact of localised disruptions?
- A. Outsourcing
 - B. Centralization
 - C. Offshoring
 - D. Diversification
11. _____ is a key consideration in designing a global supply chain network.
- A. Maximising transportation costs
 - B. Minimising the number of suppliers
 - C. Centralising all production facilities
 - D. Balancing lead times and inventory costs

12. Which of the following factors is **NOT** typically considered as an input for regional decision-making in supply chain management?
- A. Transportation infrastructure
 - B. Labour costs
 - C. Global economic trends
 - D. Local regulations
13. When making regional decisions in supply chain management, which of the following is the **MOST** crucial input for determining the optimal location for a distribution centre?
- A. Proximity to raw material suppliers
 - B. Availability of skilled labour
 - C. Access to major highways and transportation networks
 - D. Cost of real estate
14. When considering regional decisions in supply chain management, _____ primarily influences the choice of transportation modes and routes.
- A. Market demand
 - B. Environmental regulations
 - C. Availability of warehousing facilities
 - D. Currency exchange rates
15. In regional decision-making for supply chain management, _____ is a **KEY** consideration for determining inventory stocking levels
- A. political stability
 - B. seasonal demand fluctuations
 - C. cultural preferences
 - D. energy prices
16. What is a common obstacle to information processing in coordinating global supply chains?
- A. Language barriers
 - B. Geographic distance
 - C. Technological advancements
 - D. Cultural homogeneity
17. Which factors contribute to information processing obstacles in global supply chain coordination?
- A. High-speed internet connectivity
 - B. Standardised communication protocols
 - C. Time zone differences
 - D. Shared organisational culture

18. _____ is a behavioural obstacle often complicating coordination efforts in global supply chains.
- A. Shared organisational culture
 - B. High level of trust among partners
 - C. Cultural differences and communication styles
 - D. Unified decision-making processes
19. Which behavioural factor can create challenges in the coordination of global supply chains?
- A. Transparent communication channels
 - B. Consistent management practices
 - C. Diverse stakeholder motivations and incentives
 - D. Collaborative problem-solving approaches
20. What pricing obstacle often complicates coordination efforts in global supply chains?
- A. Currency exchange rates
 - B. Uniform pricing policies
 - C. Transparent pricing structures
 - D. Harmonised taxation systems

SECTION B

(40 Marks)

There are **TWO (2)** questions in this section. Answer **ALL** questions in the answer booklet.

QUESTION 1

- a) Discuss the bullwhip effects in the context of global supply chains. (10 marks)
- b) Describe **FOUR (4)** impacts of the bullwhip effect on supply chain coordination. (10 marks)

QUESTION 2

- a) Discuss **TWO (2)** roles of sustainability in the global supply chain. (4 marks)
- b) Explain how sustainability considerations impact various aspects of supply chain management, including facilities, inventories, sourcing and transportation. (16 marks)

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