

**Supply Chain Management**

**SBS MBA SPECIALIZATION**

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**Total Marks: \_\_\_\_\_\_\_ / 100**

**PLAGIARISM**

Plagiarism is a form of **cheating**, by representing someone else's work as your own or using someone else's work (another student or author) without acknowledging it with a reference. This is a serious breach of the Academic Regulations and will be dealt with accordingly. Students found to have plagiarised can be **excluded from the program**.

Plagiarism occurs whenever you do any of the following things without acknowledging the original source:

* Copy information from any source (including the **study guide**, books, newspapers, the internet)
* Use another person's concept or ideas
* Summarise or paraphrase another person's work.

**How do I avoid plagiarism?**

To ensure you are not plagiarising, you must acknowledge with a reference whenever you:

* Use another person's ideas, opinions or theory
* Include any statistics, graphs or images that have been compiled or created by another person or organization
* Paraphrase another's written or spoken word.

**What are the penalties?**

The penalties for plagiarism are:

* Deduction of marks,
* A mark of zero for the assignment or the unit, or
* Exclusion from the program.

Plagiarism is dealt with on a case-by-case basis and the penalties will reflect the seriousness of the breach.

**Please note: claiming that you were not aware of need to reference is no excuse**

**Answer any five (5) from the following questions. Each question carries 20 marks.**

1. What do you think are the main factors that encourage logistics to change? How is it responding to these pressures? What changes do you think there will be in the next decade?
2. Supply chains are not usually designed from scratch, but evolve over time. What problems do these create? Can you suggest a better approach?
3. What costs should be considered in a location decision? Is cost always an important factor? What other factors should be considered? What effect do government grants have?
4. What are the most significant changes that JIT brings to the planning of logistics in an organization? What happens if an organization wants to introduce JIT, but finds that its suppliers cannot cope with the small batches and frequent deliveries?
5. Managers can be tempted to use the easiest measures of performance, or those that show themselves in the best light. What are the consequences of this? Can you give examples of problems this creates?
6. Everyone is talking about the benefits of purchasing through the internet. What are these? How will e-procurement affect wider operations? What other changes will there be in the future?
7. What features would you expect to see in an automated inventory control system? Look at some commercial packages and compare the features they offer.
8. Many organizations are using specialist third party suppliers for warehousing. What are the benefits of this? What are the different types of arrangement of third party warehousing?
9. What are the main differences between logistics within a single country and logistics that span a number of different countries? What are the specific problems of working internationally?
10. **Hessingen Herb Farm**

Conrad and Elizabeth Kole moved into Hessingen farm in 1983. Over the past few years their income from milk and traditional crops has dropped because of lower market prices. They have supplemented this income from other sources, including the conversion of old barns into holiday homes.

Eight years ago Elizabeth took over a small field and started growing herbs. She sold a small range of herbs to local people who wanted fresh, organic produce for cooking. Passing tourists would also buy an unusual souvenir, and the herb business began to grow. Five years ago, Elizabeth started growing more unusual herbs, expanded her growing area into a second field and opened a visitors’ centre. People now came to look at the growing and preparation of herbs, and taste samples in various foods. Three years ago Elizabeth introduced a new range of herb products. This was a major expansion, converting some of the farm buildings into a ‘Herb Kitchen’ and making products for cooking (sauces, dressings and marinates), perfumes (posies, pot – pourri and sachets of dried herbs) and what she called ‘Healthy Stuff’ (Herb mixtures traditionally said to have beneficial effects). The farmers now widely advertised as a tourist attraction. The website is particularly useful, as Elizabeth uses is to collect orders. She currently delivers 100 parcels a week to regular locals (up to about 50 km away) and posts 200 parcels to more distant customers.

Herbs started as a small business to generate additional income for the farm, but have now become its main activity. Elizabeth is considering another expansion. She could expand the product range even further and move all the processing to an industrial estate 15 km away. Supporting this would need sales around 10 times the current postal sales. Elizabeth plans to generate these by introducing a mail – order catalogue and increasing use of the Website.

**Questions:**

1. How does Elizabeth currently organize her logistics? What do you think are her aims and priorities?
2. What would be the effect of the expansion on logistics? What problems would Elizabeth face, and what options does she have to overcome them?