



北京郵電大學



EBU6609

Alternative Assessment (Even Semester - Paper A & Finalists Resit Attempt)

Joint Programme Assessments 2021/22

EBU6609 Logistics and Supply Chain Management

Answering this paper requires **2 hours**; Answers to be submitted within the allocated **3 hours window**.

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Answer **ALL** questions

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INSTRUCTIONS

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1. You must **NOT** share any content from this document during the assessment period.
2. Your answers must be typed, and diagrams or equations must be written clearly and legibly with black or blue colour **and in English**.
3. You need to submit your answers **BEFORE** the allocated deadline.
4. **Read the instructions on the inside cover of the questions sheet.**

Examiners

Ms. Bing Han, Dr. Nickos Paltalidis

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Filename: EBU6609_ALT2022_S2A

Instructions

This is an open-book assessment, which should be completed **within 2 hours**. You **MUST** submit your answers within 3 hours from the assessment being released.

You **MUST** complete the assessment on your own, without consulting any other person. You **MAY NOT** check your answers with any other person.

You can refer to textbooks, notes and online materials to facilitate your working, if you provide a direct quote, or copy a diagram or chart, you must cite the source.

Before you start the assessment

- 1) Read the questions thoroughly and understand them.
- 2) Ensure you have all the resources you require to complete and upload the final assessment.
- 3) If you require any assistance, **raise the issue via the messaging section of this assessment on QMPlus**, immediately.

During the assessment session

- 1) Use the supplied answer sheet document to enter your answers. Start on a new page for each question. Make sure it is clear which question number you are answering.
- 2) **Type your answers** in the supplied answer sheet; hand-written equations or sketches can be incorporated into the answer sheet. Please save your work at least every 15 minutes so that you do not risk losing it.
- 3) When completed answering all questions, perform a word count and list the number of words on the answer sheet, then save the file as pdf before uploading, **only pdf will be accepted**, any other file format will not be accepted.
- 4) Your submission must be your own work, and you must ensure that you do not break any of the rules in the Academic Misconduct Policy.

Submitting the Assessment

- 1) You will have 3 hours from the start of the scheduled assessment time – do not leave submissions too close to the deadline. **NO late submission will be accepted, no exceptions.**
- 2) Make sure you upload and submit the final version before the deadline.
- 3) Please be aware that submissions will be subject to review, including but not limited to plagiarism detection software.

If you have any problems relating to access or submitting during the assessment period, please contact the email (it-issues@qmbupt.org), state the module code in the subject, and clearly state your name and student ID and any issues you are experiencing. You must use either @qmul.ac.uk or @bupt.edu.cn email address. Requests from external email addresses will not be processed.

Question 1

- a) At a time of uncertainties and disruptions, it is important to re-assess the advantages and disadvantages of having single or multiple suppliers for all supply chain networks. Briefly evaluate the pros and cons of having one or many suppliers. What are the influencing factors behind a manufacturer's decision?

[18 marks]

- b) Explain FOUR (4) issues associated with the strategy of a car manufacturer, who is planning to source distance sensors for their new electric cars.

[7 marks]

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Question 2

- a) Define the Bullwhip Effect in supply chains. Draw a diagram to illustrate it, and name THREE (3) different approaches to deal with the Bullwhip Effect.

[10 marks]

- b) Draw a diagram and describe the composition of the macro processes in a Supply Chain IT Framework.

[15 marks]

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Question 3

- a) A company is considering moving its on-premises data centre to AWS. Define the term ‘Total Cost of Ownership (TCO)’. Name FIVE (5) supply-chain-related costs that should be covered in their TCO analysis.

[9 marks]

- b) You are the Purchasing Manager for a multinational supermarket chain Sainsbury’s in the UK. Explain to your boss your following decision: you did not select a freezer supplier who quoted a lower price because such suppliers would often end up costing Sainsbury’s more than those suppliers who quoted higher.

[16 marks]

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Question 4

Global knitwear brand Benneton moved the labelling and packaging sections of their manufacturing process from Malaysia to the UK where the market is.

- a) What is this strategy called in the context of Supply Chain Management?

[8 marks]

- b) Using an example to explain how this strategy can be applied in the product differentiation process to enhance supply chains' profitability?

[17 marks]

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