

	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages : 02 No. of Questions: 04 Total Marks : 70
		BBA 4102– SUPPLY CHAIN AND LOGISTICS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE		<i>Three Hours</i>
4000 LEVEL FIRST SEMESTER END EXAMINATION (REPEAT OLD SYLLABUS) – AUGUST/SEPTEMBER. 2022		
Instructions ➔ Answer all questions.		

1.

- (a) The challenge for supply chain managers is to find a solution that enables the benefits of just-in-time to be gained without incurring the potential environmental disadvantages. Discuss the validity of this statement.

(10 Marks)

- (b) Explain the impact of globalization on supply chain by emphasizing relevant risk factors.

(7.5 Marks)

(Total 17.5 Marks)

2.

- (a) Japan has made the nation conscious of the need to make the most productive use of all physical resources, including inventory. Accordingly, Japanese philosophy highlights that inventory hides the problems. Discuss the validity of this statement.

(10 Marks)

- (b) Explain the importance of supply chain management

(7.5 Marks)

(Total 17.5 Marks)

3.

- (a) Both a strong consumer franchise and a customer franchise can be enhanced or diminished by the efficiency of the supplier's logistics system. Discuss the validity of this statement.

(10 Marks)

- (b) Collaborative planning, forecasting and replenishment (CPFR) is the name given to a partnership-based approach to managing the buyer/supplier interfaces across the supply chain. Explain the benefits of CPFR.

(7.5 Marks)

(Total 17.5 Marks)

4.

(a) Synchronisation requires a high level of process alignment which itself demands a higher level of collaborative working. Discuss the key processes that need to be linked upstream and downstream, to provide the foundation for supply chain synchronisation.

(10 Marks)

(b) Explain the importance of benchmarking to overcome the barriers in supply chain integration.

(7.5 Marks)

(Total 17.5 Marks)
