

CENTRAL UNIVERSITY

END-OF-SEMESTER II EXAMINATIONS

2017/2018



MANAGEMENT & PUBLIC ADMINISTRATION

CBMG302

SUPPLY CHAIN MANAGEMENT (3 CREDITS)

LEVEL 300

SESSION: MORNING, EVENING AND WEEKEND

DURATION: 2.5 HOURS

STUDENT ID No:

INSTRUCTIONS:

Section A: Answer any FIVE (5) questions

All questions carry equal marks. Each question is awarded twenty (20) marks

QUESTION 1.

From the data below obtained from Nana King Ltd, calculate

- a) The simple moving average of the:
 - i. 4th period moving average
 - ii. 6th period moving average
- b) The Mean Squared Error

Period	Actual Demand	Forecasted Demand
1	46	52.69
2	43	51.15
3	45	49.13
4	43	48.43
5	40	47.31
6	44	46.10
7	47	49.15
8	42	48.15

(Answers to 2 decimal points)

QUESTION 2.

You are employed as a supply chain management expert by Adongo Ltd. It is required of you to present to management the need of Total Quality Management to be improved upon by the organization. Explain the core principles of Total Quality Management.

QUESTION 3:

- a) Outline any three components of a supply chain and explain the significance of each of them.
- b) Identify and briefly describe the supply chain management processes.

QUESTION 4: Case Study of Indonesian Oil Exploration Company.

Please carefully read the following case study and answer the questions that follow.

One of the largest offshore oil exploration and production company In Indonesia, operating in the Southeast Sumatra, completed its SAP ERP implementation project in 1998. The company then needed user support in applying the system to achieve and sustain the benefits of the SAP implementation. The company operates 24 hours a day, 7 days a week in an offshore location that requires high availability and reliability on its ERP and other applications. At the same time, its business environment also requires having a highly productive information technology services in terms of quality, predictability and responsiveness. This high availability and reliability, predictable and yet cost-effective information system support cost were a difficult challenge because the company did not have adequate IT resources.

How Accenture Helped

Accenture provided IT application support services, established the company's IT business processes and managed the overall delivery of information technology services since 1998. Accenture leveraged its IT Outsourcing Delivery Methods and IT Outsourcing Delivery Assets to ensure that the company achieves its outsourcing objectives of:

Increasing productivity (quality, predictability and responsiveness) of IT services

Providing access to skilled IT resources

Increasing access to current IT technologies and best practices

- a. Discuss would be the benefit for the company in adopting an outsourcing concept?
- b. Explain the critical success factors for making outsourcing work?
- c. List the supply chain management processes.

QUESTION 5:

- a) Examine the supply chain school of thoughts.
- b) Evaluate any four drivers and challenges facing organizations developing and implementing supply chain strategies.

QUESTION 6:

- a) Appreciate the similarities and differences between internal and external supply chain integration.
- b) Enumerate any three barriers to supply chain integration.

QUESTION 7:

- a) Mention and explain the elements of customer service of a company's supply chain.
- b) Demonstrate how customer service can be utilized to optimize service performance by supply chain actors.