

**i** Written exam in: **DISTRIBUTION NETWORKS, TEK119**

Date: October 30, 2019

Time: 14.00-18.00

Aids: English dictionary

Results: RESULTS: Reported in Ladok November 20

**GRADES:**

Maximum score on the exam = 80 points

Grades on the exam:

0-31= Fail

32-47: grade 3

48-63: grade 4

64-80: grade 5

Grades on the course: Including assignment scores (maximum 20p) the grades are:

0-39: Fail

40-59: grade 3

60-79: grade 4

80-100: grade 5

A minimum score of 32 on the exam is required to pass the course.

Examiner: Kajsa Hulthén

Available on phone: 0739-300300

Ola Hultkrantz will be present on the exam

1 Distribution is often defined as the 'bridging of the gap between production and consumption'. This gap needs to be bridged due to the existence of what we in the course have referred to as a number of 'discrepancies'.











a) Discuss these discrepancies and why they appear. (8 points)

Furthermore, we have discussed postponement and speculation as two alternative logics for closing this gap.

b) Discuss the main differences between speculation and postponement. (6 points)

c) How can the discrepancies be managed in a situation characterized by (1) speculation and (2) postponement respectively. Discuss at least two discrepancies in relation to speculation and two discrepancies in relation to postponement. (4 points)

**Fill in your answer here**

Format | **B** | *I* | U |  $x_n$  |  $x^2$  |  $I_x$  |  |  |  |  |  |  |  |  |  |  $\Sigma$  | 












Words: 0

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Maximum marks: 18

- 2 Provide examples of initiatives/strategies that various actors take to improve the sustainability of their distribution networks. 3 examples for nodes and 3 examples for links are required. (6 points)

Fill in your answer here

Format | **B** | *I* | U |  $x_2$  |  $x^2$  |  $\int$  |  |  |  |  |  |  |  |  |  |  $\Sigma$  | ABC |  | 

Words: 0

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Maximum marks: 6

- 3 Customer Management Ltd's (CM) specialty is helping customers with their channel strategies and customer relationships, and especially in the sub-areas of advanced multi-channels (omni-channels) and a framework relying on the concepts customer life cycle, customer journey, customer touch point and moment of truth.

Today one of their consultants, Cornelia Consultson, is going to meet the marketing manager of Constructor, Mark Marketson. Constructor is a firm selling various construction related products and materials to business customers as well as private consumers. Currently, Constructor uses a mono-channel strategy with a single type of physical shop aiming for both these customer segments. Hence, they handle all customers in the same way. A recently performed customer survey in some of their shops shows that customers are not very happy about their shopping experiences. This is also the main reason for why Mark, being the marketing manager of Constructor, has contacted CM for help.

a) Based on what you know about the situation at Constructor, which areas/issues do you think have been brought up as problematic by the customers in the survey and why? (4 points)

b) Based on the focus areas of CM what advices do you think that Cornelia will give to Mark? (9 points)

**Fill in your answer here**

Format | B | I | U | x<sub>2</sub> | x<sup>2</sup> | I<sub>x</sub> | 📄 | 📁 | ↶ | ↷ | ↺ | ☰ | ☷ | Ω | 📊 | ✎ | Σ | ABC | ✖

Words: 0











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Maximum marks: 13

- 4 In the course we have argued for a “network approach to distribution”. The Industrial Network Perspective was suggested as a useful tool to analyse contemporary distribution networks.

Take the three core concepts of the Industrial Network Perspective as point of departure to illustrate the characteristics of contemporary distribution networks. (9 points)

**Fill in your answer here**

Format | **B** | *I* | U |  $x_2$  |  $x^2$  |  $I_x$  |  |  |  |  |  |  |  |  |  |  $\Sigma$  | ABC | 

Words: 0

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Maximum marks: 9

- 5 Many industries has been undergoing transformation concerning the dominant types of channel strategies used. Explain the underlying logic for such a transformation in an industry by using the IDR-cycle (Intermediation-Disintermediation-Reintermediation). Illustrate your thoughts by providing examples from an industry.

(In your answer you can relate to the PC industry that we discussed in more detail in class but other options are ok). (9 points)

**Fill in your answer here**

Format | **B** | *I* | U |  $x_2$  |  $x^2$  |  $\int$  | | | | | | | | | |  $\Sigma$  | ABC |

Words: 0

Maximum marks: 9

6 In the course we have discussed so called 'last mile logistics' (also referred to as 'last mile deliveries' or 'last mile transport').

a) Discuss the three in principle different types of 'last mile logistics' systems that we discussed in the course. (6 points)

b) When a firm is designing its last mile logistics solution there are a lot of things to consider. Discuss briefly four important factors that influence the design of a firm's last mile logistics solution. (4 points).

**Fill in your answer here**

Format | **B** | *I* | U |  $x_2$  |  $x^2$  |  $\int_x$  | | | | | | | | | |  $\Sigma$  | ABC |

Words: 0

Maximum marks: 10

7 Maximum 3 points: one point for each correct answer, minus one point for each wrong answer, 3 points for all answers right.

Which of the below is (are) way(s) for sustainable value co-creation in B2B networks with a service dominant focus?

**Select one or more alternatives:**

- Working with sustainability KPIs (key performance indicators) for new product/service development in the production department of an organization
- Acknowledging and managing the interface between customer and supplier networks
- Searching partners that can handle the outsourced operations below their existing cost with current suppliers
- Involving customers in sustainable product / service innovation processes
- Building communication channels for collecting customer and user input for sustainability value
- Auditing suppliers based on sustainability management systems like ISO 14001, 26001 or 18001

Maximum marks: 3

- 8 Maximum 3 points: one point for each correct answer, minus one point for each wrong answer, 3 points for all answers right.

Which are the main feature(s) of the relationship atmosphere?

**Select one or more alternatives:**

- Joint learning
- Conflict
- Resource heterogeneity
- Control
- Power
- Independence

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Maximum marks: 3

- 9 Maximum 3 points: one point for each correct answer, minus one point for each wrong answer, 3 points for all answers right.

According to the Uppsala internationalization model:

**Select one or more alternatives:**

- Liability of outsidership is a main hinder for internationalization.
- Internationalization is a causation process.
- The most important aspect for success in internationalization is to have a department focusing on this issue.
- Internationalization depends on a firm's relationships and network.

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Maximum marks: 3



- 10 Maximum 3 points: one point for each correct answer, minus one point for each wrong answer, 3 points for all answers right.

Critical issues in Demand Chain Management are:

**Select one or more alternatives:**

- Conflicting performance measures between the Marketing and Logistics departments need to be avoided.
- Ensure that SCM is allowed to reject some marketing decisions.
- Marketing must become more cost driven.
- The Marketing and Logistics departments need to act on the same information.

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Maximum marks: 3

- 11 Maximum 3 points: one point for each correct answer, minus one point for each wrong answer, 3 points for all answers right.

According to the 4R-model:

**Select one or more alternatives:**

- A resource is developed mainly internally in a firm through investments in R&D.
- Resources are combined in aggregated resource constellations.
- Money is one of the four resource categories.
- The more a resource is adapted the better the resource fits all other resources.
- "Resourcing" is about managing resources and making the best use of the resources available to a company.

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Maximum marks: 3