

Exam in TEK 410 - Supply Chain Management

Examination : 22 August 2012 - 2.00 pm, V-Building, Sven Hultins gata 6, Length: 4 hours

Information

Standard calculator and English dictionary allowed.

Ola will show up about 16.30 to answer questions. For further questions please call Ola on 1333

Results will be announced by Ladok.

Exams can be reviewed up on request. Contact Ola Hultkrantz at The Division for Logistics and Transportation.

Instructions for the exam and your answers:

- Your result on the exam will be added to your term paper result. Together, these results form your grade.
- The whole exam can give 50 points maximum, (grade 3 >20p, grade 4 >30p, grade 5 >40p)
- To get full points on a question, your answer should be comprehensive, well elaborated and ideally illustrated/exemplified, and *fairly* well written.
- Each answer could be on several pages, but ***not more than one answer on each page***

Tips for answering:

- Read and analyze – briefly – all questions before you start answering
- Plan the whole time according to your brief analysis of the exam
- Don't forget to plan for some extra time in the end
- If you “get stuck” on one question – go to the next one
- Think about your handwriting; make sure it's easy to read your answers
- You are allowed to use a pencil for your answers

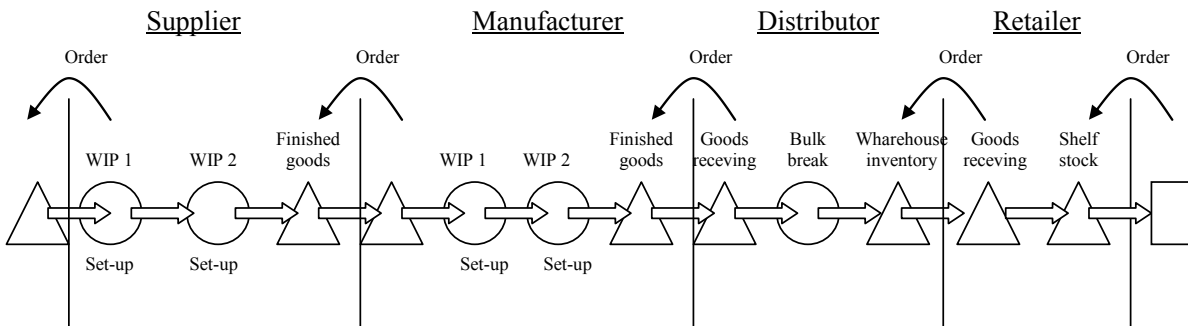
Good luck!!!

Question 1 (10 points)

Define supply chain management and outline the key managerial challenges? Use industry examples to illustrate your arguments.

Question 2 (10 points)

1. Assume that you have been hired by a company in order make a logistics analysis of the company and its supply chain. How will you proceed? If you want you can use the supply chain from the game or a fictitious company to illustrate your answer.



Question 3 (6 points)

Explain what the bullwhip effect is, its causes and the possible actions firms can take to manage it.

Question 4 (8 points)

Companies are in a world of uncertainties. In relation to Supply Chain Management there exist some uncertainties and some strategies to reduce these. Explain why and how uncertainties are problematic and what kind of strategies companies can use to reduce them. The explanation shall include a description of how the uncertainties are reduced

Question 5 (6 points)

You are to set up a Performance system for a company (please give a very short description of the company that you are using) . what you want to get out from such a system. The description shall of course include some KPI (Key Performance Indicators) that you think is necessary as well as a motivation to why these are KEY PI.

Question 6 (10 points)

- Why is Toyota so open to share their production system (LEAN concept) with both suppliers, other companies as well as competitors? (4p)
- Mention three important things to include in a Supply Chain Strategy. Motivate clearly WHY these are important. (3p)
- A central theme is that effective SCM can provide a major source of competitive advantage. Describe how SCM is linked to Competitive advantage? (3p)