

**Exam in TEK 410 - Supply Chain Management  
(For students following the course during 2012)**

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

**Information**

Standard calculator and English dictionary allowed.

Kristina will show up about 15.00 to answer questions.

Results will be announced by Ladok.

Exams can be reviewed November 23 12:00-13:30

**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 (6 points)**

Consider launching a new bestseller novel. Discuss three different Marketing/Distribution Channels, their pros and cons, for this product. Also recommend which you would like to use, motivate why.

**Question 2 (6 points)**

Supply Chain decisions can be divided into three key phases. Identify these three phases as well as explain the significance of each one.

**Question 3 (6 points)**

Describe the Cycle and Push/Pull views of a supply Chain

**Question 4 (6 points)**

Lean and agile are two strategies mentioned in the course. Some will argue that companies have to choose, some that they are not mutually exclusive paradigms and may be married to advantage in a number of different ways. Show how these two concepts can be “married”, give examples from the industry to illustrate your answer.

**Question 5 (12 points)**

Supply Chain Coordination and the Bullwhip Effect is a topic that heavily can effect the supply chain. Answer the following questions related to this

- a) What is the bullwhip effect and how does it relate to lack of coordination in a supply chain? (2p)
- b) What is the impact of lack of coordination on the performance of a supply chain? (2p)
- c) In what way can improper incentives lead to a lack of coordination in a supply chain? What countermeasures can be used to offset this effect? (2p)
- d) What problems result if each stage of a supply chain views its demand as the orders placed by the downstream stage? How should firms within a supply chain communicate to facilitate coordination? (2p)
- e) What factors lead to a batching of orders within a supply chain? How does this affect coordination? What actions can minimize large batches and improve coordination? (2p)
- f) How do trade promotions and price fluctuations affect coordination in a supply chain? What pricing and promotion policies can facilitate coordination? (2p)

**Question 6 (6 points)**

Postponement is one strategy that has been discussed. Explain what we mean with postponement and give at four different examples of how postponement can be used (use real life examples) (4p).

We have also showed that there might be “a shift away from postponement”. What do mean with this? (2p)

**Question 7 (8 points)**

In connection with strategy discussion we have used terms like Strategic Fit and Scope. Out from this, please explain

- a) What we meant with Implied Demand Uncertainty (2p)
- b) What is Strategic Fit (2p)
- c) How is Strategic Fit Achieved? (4p)