

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

Examination : 19 Jan 2013 - 08.30 pm, M-Building, Length: 4 hours

Information

Standard calculator and English dictionary allowed.

Results will be announced by Ladok.

Exams can be reviewed up on request

Instructions for the exam and your answers:

- 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 the purchase of a can of soda at a convenience store. Describe the various stages in the supply chain and the different flows involved.

Question 2 (6 points)

Classify the supply chain macro processes in a firm.

Question 3 (12 points)

How would you characterize the competitive strategy of a high-end department store chain such as NK or Nordstrom? What are the key customer needs that they aim to fill? (3p)

Where would you place the demand faced by this kind of department store on the implied demand uncertainty spectrum? Why (3p)

What level of responsiveness would be most appropriate for their supply chain? What should the supply chain be able to do particularly well? (3p)

How can they expand the scope of the strategic fit across the supply chain? (3p)

Question 4 (12 points)

The tacit knowledge that underlines the Toyota Production System can be captured in four basic rules. These rules guide the design, operation and improvement of every activity, connection, and pathway for every product and service. Describe these rules.

Question 5 (6 points)

How could a grocery chain/store use inventory to increase the responsiveness of the company's supply chain? (2p)

Let's assume you are contacted in order to give advice on setting up the logistics system for a new convenience store chain (similar to 7-eleven) in Sweden. How would you design its supply chain, give some brief tips that you should suggest in order to get the chain competitive? (4p)

Question 6 (8 points)

A performance measurement system has a number of functions, explain four different functions.