

Re-exam in Purchasing & Supply Management TEK416 – Fall 2016

Date: **18 August 2017**

Time: 8:30-12.30 Morning session, 4 hours

Room: Hörsalsvägen 5

Examiner: Professor Árni Halldórsson (Tlf. 031 772 1582)

Information

- The exam paper consists of two pages including this front page.
- Standard calculator and English dictionary are allowed.
- Results will be announced through Ladok.

Instructions for the exam and your answers:

- Your result from this exam (weight: 80%) will be added to your results from seminar 3 in the course (weight: 20%). Together, these results make up your grade.
- A maximum of 80 points can be awarded for the written exam and a maximum of 20 points for seminar 3, i.e. 100 points in total. This written exam must be passed to pass the course overall.
- The weight of each question below is indicated by the number in parenthesis (points).
- Marks will be awarded for answers that reflect knowledge of theoretical principles from the literature supported by examples from cases and industry, and indicate an awareness of the managerial implications of the issues raised.
- To get full points on a question, your answer must be comprehensive, well elaborated, illustrated/exemplified, and well-presented (written language, structure).
- Each answer could be on several pages, but **not more than one answer on each page**

Tips for answering:

- Read and analyse – briefly – all questions before you start answering the exam paper
- Plan the whole time according to your brief analysis of the exam
- Don't forget to allow for some time to review your answers 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!!!

Please answer all of the following five questions:

Question 1 (10 points)

What would you consider to be the strategic role of purchasing? Support your answer by addressing relevant theoretical concepts and illustrate key issues with examples.

Question 2 (16 points)

Explain the key features and discuss the usefulness of “supply market research” to purchasing managers in the supply chain for fashion §clothes.

Question 3 (14 points)

- a) What are the key issues Harland, Zheng, Johnsen and Lamming (2004) are raising in their article “A conceptual model for researching the creation and operation of supply networks”? (9 points)
- b) What might purchasing managers in the automotive supply chain learn from these? (5 points)

Question 4 (20 points) – concepts

Explain the following concepts and discuss in brief their usefulness to purchasing professionals. Illustrate key points with examples:

- a) Forms of outsourcing services (5 points)
- b) Negotiation planning (5 points)
- c) Corporate social responsibility (5 points)
- d) Supplier quality assurance (5 points)

Question 5 (20 points)

You are working for a Scandinavian manufacturer of food products sold to supermarkets in a number of European countries. Your purchasing manager wants to know more about portfolio analysis and has therefore requested you as a buyer with focus on business development to develop portfolio analysis for the product group you are responsible for, namely packaging materials office supplies.

***** End of the exam paper *****