

THE OPEN UNIVERSITY OF SRI LANKA
PG DIPLOMA/ MASTER OF TECHNOLOGY IN APPAREL PRODUCTION AND
MANAGEMENT
FINAL EXAMINATION - 2011/2012
TTM7136- SUPPLY CHAIN MANAGEMENT
DURATION – THREE HOURS



DATE: 11th MARCH 2012

TIME: 0930 TO 1230 HOURS

This paper contains Eight (8) questions.

Answer Six (6) questions including mandatory Question 1 and any other Five (5) questions.

The answers should be well focussed and informative enough to consider as complete.

Question 1 (Mandatory)

- (a) Briefly discuss the importance of supplier and consumer relationship for a successful supply chain.
- (b) Briefly discuss the phases involved in an organisation when it develops an integrated supply chain.
- (c) Briefly explain e-procurement and discuss its benefits.
- (d) State KAIZEN concept and briefly explain the avenues where you can apply this concept for improving an apparel industry supply chain.
- (e) Briefly explain the "contracted transport cost" and state why the transport decision making should not be made based solely on the contracted transport cost.
- (f) Briefly discuss the advantages of introducing IT system for an efficient supply chain management practice. Give practical examples in this connection.
- (g) Briefly discuss the challenges faced by the managers in the supply chains process due to globalisation
- (h) Briefly explain the three (3) basic questions you have to answer when managing the risks of a supply chain. Identify the five (5) grey areas against the existence of a supply chain.

(3 x 7 + 4 = 25 marks)

Question 2

- (a) Name the three (3) important factors you should consider when optimising a supply chain and describe your alternative strategies if these three factors could not be optimised simultaneously.
- (b) What strategies you could consider for optimising your supply chain in order to satisfying your customers?
- (c) Why technology itself does not prove to be a competitive differentiator in optimising supply chains?

(3 x 5 = 15 marks)

Question 3

Discuss about the value adding and the cost adding stages of a typical supply chain. How would you reorganise your supply chain if you want to follow the rule; "A supply chain must add value at each stage"?

(15 marks)

Question 4

Explain the role of a 3PL provider. Compare the roles of a 3PL provider in connection with the value adding process for the supply chains of

- (i) Fast Moving Consumer Goods (FMCG)
- (ii) Mobile phones
- (iii) Ladies casual wear

(15 marks)

Question 5

- (a) Briefly discuss the major challenges of a modern supply chain.
- (b) Briefly discuss the diverse and conflicting objectives of the different organisations involved with a typical supply chain of a branded shirt
- (c) As a supply chain manager, how would you explain the importance of the supply chain management to a management trainee?

(3 x 5 = 15 marks)

Question 6

What are the factors influencing the transport decision making of a garment manufacturer who imports the materials and exports the total finished products to international markets? What are the specific factors that influence the decision making of the following agents in relation of these imports and exports?

- (1) Shippers (2) Carriers

(15 marks)

Question 7

Briefly explain as how you would consider the following approaches in the apparel industry.

- (a) Material Requirement Planning (MRP)
- (b) Manufacturing Resource Planning (MRP II)
- (c) Capacity Requirement Planning (CRP)
- (d) Enterprise Resource Planning (ERP)
- (e) Extended Enterprise Resource Planning (ERP II)

(15 marks)

Question 8

Discuss the functions of inventories. Why do we need inventory management? What are the key elements of effective inventory management? Give suitable examples.

Elaborate as how you could consider the importance of the inventory management under the quality management process. Give suitable examples.

(15 marks)