

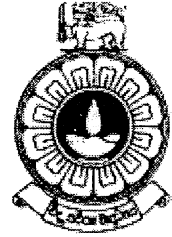
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THE OPEN UNIVERSITY OF SRI LANKA

PG DIPLOMA/MASTER OF TECHNOLOGY IN APPAREL PRODUCTION AND
MANAGEMENT

FINAL EXAMINATION - 2013/2014

TTM7136 - SUPPLY CHAIN MANAGEMENT

DURATION: 3 HOURS



DATE: 24th August 2014

TIME: 0930 -1230 Hours

This paper contains Eight (8) questions in three (3) pages

Answer Six (6) questions selecting mandatory Question 1 and Five (5) other questions

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

Question 1 (Mandatory)

(25 marks)

- (a) Briefly explain why it is important to understand the three themes, *Responsiveness, Reliability and Relationships*, for a successful supply chain management.
- (b) Briefly explain why an organisation typically should undergo several phases when developing an integrated supply chain.
- (c) Briefly explain the benefits of automating the operations of an apparel industry warehouse.
- (d) List a fully integrated module you might come across in a *Warehouse Management System (WMS)*.
- (e) Briefly discuss on *Closed Loop MRP*.
- (f) Briefly discuss on *Advanced Planning and Scheduling (APS)* Model.
- (g) Briefly explain on important information in a typical supply chain of a garment manufacturer.
- (h) Briefly explain the process of selecting an IT system for a garment manufacturer to support on its supply chain management

Question 2

- (a) Compare the concept of a modern apparel supply chain with a more traditional distribution channel.
- (b) Compare and contrast the *Customer Service*, *Customer Satisfaction* and *Customer Success* philosophies of supply chain management.

(2 x 7½ = 15 marks)

Question 3

- (a) Villo is a leading garment manufacturer who keeps the finished garments within the production facility before transporting them to the warehouse. The garments are then transported from the warehouse to the distribution centres located in main cities and from those distribution centres, the garments are transported to the retail outlets.

Draw a graph to show the value adding functions and cost adding functions from the factory to the hand of the customer.

- (b) Discuss the strategies Villo can employ to reduce the cost addition by altering the aforementioned functions. You might draw examples from the famous supply chains and highlight the key assumptions you have to make if you are suggesting the same strategy for Villo.

(2 x 7½ = 15 marks)

Question 4

Discuss the factors influencing transport decisions of a garment manufacturer who imports the materials and exports the total production to international market. What are the specific factors that influence the shipper decisions and the carrier decisions?

(15 marks)

Question 5

- (a) Suppose you are managing a leading garment company that produces kids ware for the local market. Discuss on the strategic, tactical and operating issues you might come across.
- (b) How can you meet the demands for a better, faster and cheaper supply chain?

(2 x 7½ = 15 marks)

Question 6

- (a) Explain the four elements of the product logistics: *Customer Service Logistics; Conversion Logistics; Reverse Logistics; and Conversion Logistics.*
- (b) Discuss each element of the product logistics with respect to an international apparel supply chain.

(2 x 7½ = 15 marks)

Question 7

- (a) Explain why the technology alone cannot be the competitive differentiator for any supply chain.
- (b) Discuss constructively the notion, "to exist the supply chain must be traceable and measurable".

(2 x 7½ = 15 marks)

Question 8

In a free market economy, only one supply chain can be the cheapest. If your supply chain is not the cheapest, what strategies you would consider to make profits.

(15 marks)