

02 JUN 2006
Eastern University, Sri Lanka

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE & MANAGEMENT
THIRD YEAR/SECOND SEMESTER EXAMINATION IN BACHELOR OF BUSINESS
ADMINISTRATION
SPECIALIZATION IN MARKETING MANAGEMENT – 2005/2006 (NOV/DEC- 2007)
MKT 3243 SUPPLY CHAIN MANAGEMENT

Answer all questions

Time: 03 Hours

- 01 *“ Planning and the decision making that leads to good logistics/supply chain plans that contribute to a firm’s financial goal”*
- a. Summarize the factors and forces that give logistics importance among other functional areas (Marketing, Finance, and Production) of a firm.
(05 marks)
- b. Explain the meaning of strategic planning for a logistics system. How would you distinguish tactical and operational planning from strategic planning?
(07 marks)
- c. What are the differences between a supply-to-stock and a supply-to-order in supply channel design? When is the use of each appropriate?
(08 marks)
- (Total 20 marks)
- 02 *“Logical consideration in product price and packaging can be important for marketing to achieve company objectives”*
- a. Explain the role the product package plays in the design of a supply or distribution strategy.
(06 marks)
- b. Why are logistics cost and especially transportation costs, so important in developing incentive pricing arrangements?
(07 marks)
- c. Describe Uniform and Zone pricing schemes.
(07 marks)
- (Total 20 marks)

“Logistics customer service is the net result of executing all activities in the logistics mix”

- a. Discuss the impact that order-processing priority rules can have on total order processing time.
(06 marks)
 - b. How is it that customer service results from managing all activities in the logistics mix?
(06 marks)
 - c. What factors makeup order cycle time? How do these factors differ, whether orders are filled in a regular distribution channel or are filled through a backup channel when an out-of-stock situation occurs?
(08 marks)
- (Total 20 marks)

“Transportation is a vital component in the design and management of logistics system”

- a. Why transportation is considered so important in economy?
(07marks)
 - b. What role do agencies play in the transportation system?
(07 marks)
 - c. When does company owned transportation become a better choice than common carrier transportation?
(06 marks)
- (Total 20 marks)

“Coordinating the flow of goods and services between physical facilities is a major issue in supply chain management”

- a. How is KANBAN different from the MRP approach to JIT scheduling?
(06 marks)
 - b. What are the characteristics of JIT supply scheduling and why are they important to the effectiveness of this scheduling approach?
(07 marks)
 - c. Under what circumstances is forward buying a good practice?. When is dollar average a good buying practice?
(07 marks)
- (Total 20 marks)