**Subject:** Logistics and Supply Chain Management

**Maximum Time Allowed:** 3 hours

**Instructions**: Do not write on any part of the exam paper. All rough work should be done in your answer booklet. All questions carry equal marks. You are required to answer only FOUR questions.

Question 1

Today’s business and supply chain environments have experienced number of changes and trends, one of which is supply chain competition. Discuss supply chain competition in detail and explore ways in which organizations can successfully deal with it. [25]

Question 2

The use of third party logistics has become increasingly popular in present times. What does the use of third party logistics entail, and what are its benefits? Discuss in detail, in your own words and supporting with relevant examples or scenarios. [25]

Question 3

Customer Profitability Analysis is a useful tool in logistics cost analysis. Give a detailed account, describing how it can be computed and its usefulness. [25]

Question 4

A number of basic principles can be followed in the creation of the agile supply chain. Discuss any two (2) in detail, in your own words and supporting with relevant examples or scenarios. [25]

Question 5

Globalization of supply chains [12.5] and the trend towards outsourcing [12.5]; are two reasons why modern supply chains have become more vulnerable. Discuss each reason in detail and in your own words. Support your discussion with appropriate examples or scenarios.

Question 6

a. What is a value chain? Describe it in your own words. [5]

b. Explain how competitive advantage can be achieved in the value chain as examined by Michael Porter. [20]