

# DIPLOMA IN LOGISTICS AND TRANSPORT

**SUPPLY CHAIN MANAGEMENT DIP02**

**February 2022**

**Note to Candidates**

Candidates are advised to spend NOT more than 60 minutes in section A and not more than 40 minutes on each question in section B. Credit will be given for citing relevant examples.

**3 hours**

**Answer ALL Questions in Section A and any 3 questions from Section B**

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**Section A: COMPULSORY**

1. What is Balanced Scorecard (BSC) and its purpose. **(4 marks)**
2. Explain the perspectives of the BSC **(8 marks)**
3. What are the common elements that make up each perspective? **(8 marks)**
4. What are the strengths and weaknesses of the scorecard? **(10 marks)**
5. Why does balanced scorecard fail in some organisations? **(10 marks)**

**Section B: Choose any three questions**

**Question 1**

“*A chain is only as good as its weakest link*”. Explain in detail the implications of this statement as it relates to supply chain operations**. (20 marks)**

**Question 2**

Discuss at least any five key drivers to increase outsourcing by big organisations like OK Zimbabwe. **(20 Marks)**

**Question 3**

Demonstrate the Value Chain concept and its importance**. (20 marks)**

**Question 4**

Explain how a company of your choice has benefited or can benefit from at least two types of benchmarking? **(20 marks)**

**Question 5**

What are the key components of customer service? **(20 marks)**