

## CERTIFICATE IN LOGISTICS AND TRANSPORT

**SUPPLY CHAIN OPERATIONS 07-L3**

# FEBRUARY 2022

# Note to Candidates

Credit will be given for citing relevant examples. Write neatly and legibly.

**Instructions to Candidates**

1. Answer **any 5** questions
2. Start each question on a new page

**Duration: 2.30 HOURS**

**Question 1**

Information technology supports internal operations and collaboration between companies in a supply chain. Using high-speed data networks and databases, companies can share data to better manage the supply chain as a whole and their own individual positions within the supply chain. The effective use of technology is a key aspect of a company’s success.

Assess the technology that is available to support and sustain effective supply chain operations in a company of your choice. **[20 marks]**

**Question 2**

Explain how a company of your choice that has created customized supply chains for its customers could create a strong competitive advantage for itself? **[20 marks]**

**Question 3**

Evaluate methods such as collaborative planning, forecasting, and replenishment (CPFR) to improve coordination and combat the bullwhip effect **[20 marks]**

**Question 4**

Evaluate with relevant examples the impact of any five internal factors on the operations of a supply chain [**20 marks]**

**Question 5**

Apply the market-analysis framework to define the type of markets your company serves and identify the performance capabilities most valuable to those markets? **[20 marks]**

**Question 6**

Suppose you have been advised that your function has a high fixed overhead and that you should find ways of reducing this, what measures could you take to manage this overhead? **[20 marks]**