



**MODULE : SUPPLY CHAIN PROCESS MANAGEMENT AND PERFORMANCE MEASUREMENT**

**CODE : BML9X04**

**DATE : 6 JUNE 2018**

**DURATION : 4 HOURS**

**TIME : 08:30 – 12:30**

**TOTAL MARKS : 180**

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**EXAMINER : MR A JACOBS**

**MODERATOR : PROF BADEHORST-WEISS (UNISA)**

**NUMBER OF PAGES : 2**

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**INSTRUCTIONS TO CANDIDATES:**

- This is an open-book assessment.
- Question papers must be handed in together with your answer books.
- Read the question carefully and answer only what is asked.
- Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
- Structure your answers by using appropriate headings and subheadings. The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

**Question 1****30 MARKS**

Debate the difference in approach of the Global Supply Chain Forum (GSCF) Framework and SCOR to developing supply chain understanding and enabling improvement. Indicate how these approaches complement each other?

**Question 2****10 MARKS**

Motivate how a company can become more competitive by focusing on delivering reliable and responsive customer service.

**Question 3****10 MARKS**

Investigate how Strategic Customer Relations Management affects Economic Value Add using the approach proposed by the GSCF.

**Question 4****20 MARKS**

Justify which model/framework you regard is best suited to measure supply chain performance – the Balanced Scorecard, Global Supply Chain Framework or SCOR.

**Question 5****110 MARKS**

Read the Skil Corporation case enclosed and answer the questions below.

- 5.1 Propose (through broad outlines) how the management team should address the customer service, production, sales channel, and supply chain issues identified in the case. (30 Marks)
- 5.2 Recommend which strategy the company should follow in future: pull or push? And, what changes should they make to their supply chain to improve execution of the preferred strategy? (30 Marks)
- 5.3 Compile a set of metrics they should implement to measure the performance of the newly designed supply chain? (50 Marks)