



MODULE : SUPPLY CHAIN PROCESS MANAGEMENT AND PERFORMANCE MEASUREMENT

CODE : BML9X04

DATE : 25 JULY 2018

DURATION : 4 HOURS

TIME : 08:30 – 12:30

TOTAL MARKS : 180

EXAMINER : MR A JACOBS

MODERATOR : PROF BADEHORST-WEISS (UNISA)

NUMBER OF PAGES : 2

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**

Formulate the different approaches provided by the Global Supply Chain Forum (GSCF) Framework and SCOR to supply chain understanding and improvement. In what way do these approaches complement each other?

Question 2**10 MARKS**

Debate how a focus on delivering reliable and responsive customer service will drive the competitiveness of most companies. Explain how such competitiveness may be achieved?

Question 3**10 MARKS**

Motivate how outsourcing some or all logistics and supply chain activities can help to accomplish a company's financial objectives? Provide an example to justify your argument.

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 Motivate (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 Propose 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)