



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	Johannesburg Business School
DEPARTMENT	Transport and Supply Chain
CAMPUS(ES)	APB
MODULE NAME	Logistics 2B
MODULE CODE	LOG02B2/PML22B2
SEMESTER	Second
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Supplementary Assessment Opportunity January 2020

ASSESSMENT DATE	9 January 2020	SESSION	8:30 -10:00
ASSESSOR(S)	Raza Douglas Njabulo Hugo van der Berg Joan Venter		
MODERATOR(S)	Laby Ilumbe		
DURATION	3 hours (180 mins)	TOTAL MARKS	110

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	8
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INFORMATION/INSTRUCTIONS:

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- Answer all the questions.
 - Question papers must be handed in.
 - Read the questions carefully and answer only what is asked.
 - Number your answers clearly.
 - Write neatly and legibly.
 - The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
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SECTION A: MULTIPLE CHOICE

[20 MARKS]

1. Which of the following is not an important logistics service dimension

- A. Reliability
- B. Timeliness
- C. Aesthetics
- D. Flexibility

2. In the context of customer service, which of the following is a pre-transaction element?

- A. Order convenience
- B. Order cycle time
- C. Written statement of policy
- D. None of the above

3. Which of the following best describes the distribution system information service?

- A. Ability of firm's information system to respond in a timely and accurate manner to customer's requests for information
- B. Elapsed time from order placement to order receipt; usually measured in time units and variation from standard or target order cycle
- C. The most common measure of customer service; usually defined as percent in stock in some base unit.
- D. Ability of system to respond to special and/or unexpected needs of customers, includes expedite and substitute capability

4. Which of the following describes the product availability service measure?

- A. Elapsed time from order placement to order receipt; usually measured in time units and variation from standard or target order cycle
- B. The most common measure of customer service; usually defined as percent in stock in some base unit.
- C. Ability of system to respond to special and/or unexpected needs of customers, includes expedite and substitute capability
- D. Ability of firm's information system to respond in a timely and accurate manner to customer's requests for information

5. Which of the following is part of the operational decision level?

- A. Inventory management
- B. Loading and scheduling
- C. Channel strategy
- D. Network design

6. Which of the following is true regarding place utility?

- A. It is created through the availability of a product when it is needed
- B. It is created through the transport function
- C. It is created through the warehousing and storage function
- D. All of the above

7. Which of the following is not a benefit of outsourcing?

- A. Exploiting logistics to gain competitive advantage
- B. Gaining access to sophisticated technologies
- C. Ability to focus on core activities
- D. Adverse employee relationships

8. Which of the following is not a typical function of storage facilities?

- A. Keep safety stock
- B. Allow for consolidation of loads
- C. Creating place utility
- D. Accommodate seasonal stock

9. _____ in production is created by devising interchangeable parts, modularising products and labelling the same products under different brand names.

- A. Standardisation
- B. Speculation
- C. Postponement
- D. Differentiation

10. _____ is when as much of a specific product as possible is made and “pushed” into the market, so as to capitalise on economies of scale in production and all sales opportunities in the intensive distribution channel.

- A. Standardisation
- B. Speculation
- C. Postponement
- D. Differentiation

11. Which of the following statements describes the supply risk source?

- A. Poor analysis and forecast of dependent and independent demand
- B. Global sourcing and reduction of the supplier base causing disruptions
- C. Bottlenecks, capacity problems and process issues
- D. External risks that may cause disturbances within the firm

12 Which of the following describes the environmental risk source?

- A. Poor analysis and forecast of dependent and independent demand
- B. Global sourcing and reduction of the supplier base causing disruptions
- C. Bottlenecks, capacity problems and process issues
- D. External risks that may cause disturbances within the firm

13. Which of the following describes the control risk source?

- A. Poor analysis and forecast of dependent and independent demand
- B. Distortions caused by internal policies on safety stock and minimum order quantities
- C. Bottlenecks, capacity problems and process issues
- D. External risks that may cause disturbances within the firm

14. Which of the following is not a compliance risk?

- A. Lack of formalized and integrated supply chain processes
- B. Misinterpreting foreign legislation
- C. Not understanding the interrelationships between different but related regulations
- D. Non-compliance with road transport regulations

15. Which of the following statements is true concerning risk?

- A. Risk implies the possibility of an event occurring together with a sense of uncertainty as to the likelihood of it occurring
- B. Risk is uncertainty based on a well-grounded possibility
- C. Risk refers to uncertain future events with a relative probability of occurrence
- D. All of the above

16. Which of the following statements is true concerning humanitarian logistics?

- A. It consists of similar concepts that are found and used in commercial, business and engineering logistics
- B. It includes the same functions or elements of business logistics such as transport, warehousing, procurement and materials handling
- C. The typical areas of operation are food distribution, shelter provision, water and sanitation services and medical support
- D. All of the above

17. Which of the following is not true about the differences between commercial supply chains and humanitarian supply chain?

- A. Commercial supply chains strive to increase profit and return on investment, while humanitarian supply chains ensure maximum benefit is provided to the beneficiaries
- B. Humanitarian logistics has low uncertainty while commercial logistics has high uncertainty
- C. Humanitarian supply chains focus on beneficiary survival, while commercial supply chains focus on
- D. None of the above

18. Which of the following is not a typical actor in the humanitarian supply chain?

- A. Government donor
- B. Retailers
- C. Community based organisations
- D. Military

19. _____ have a very predictable demand from known customers, easily managed through tight collaboration with these customers.

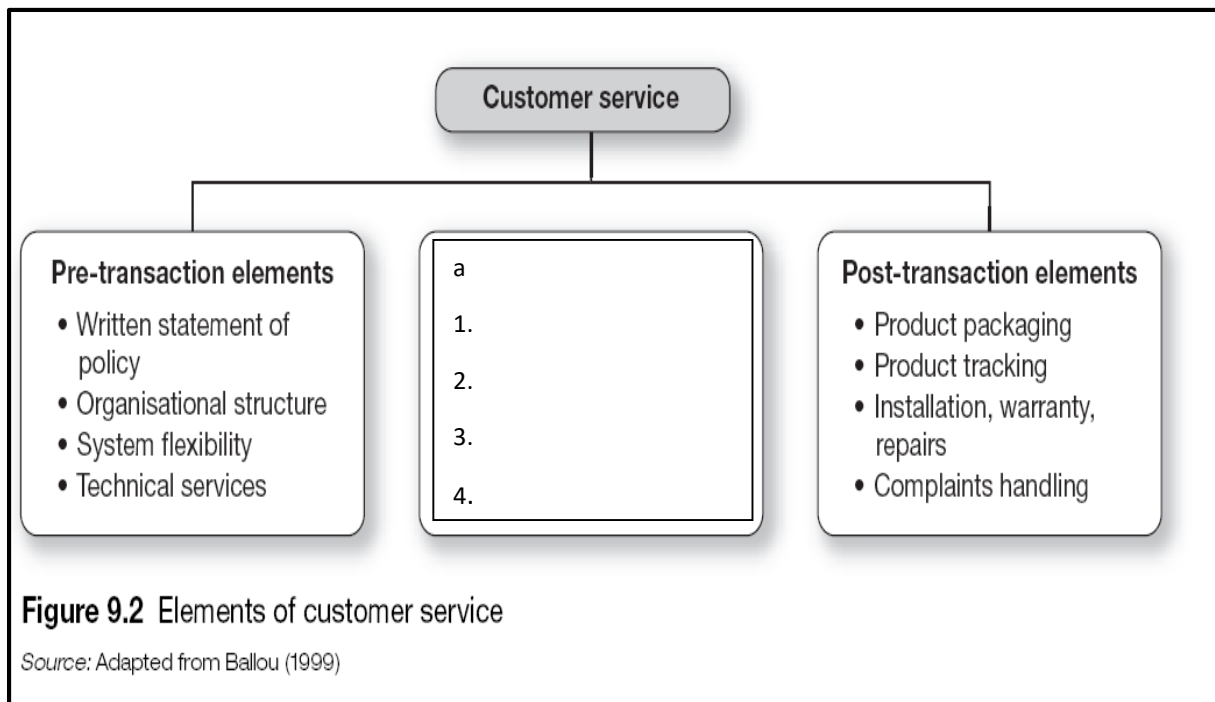
- A. Lean supply chains
- B. Agile supply chains
- C. Fully flexible supply chains
- D. Continuous replenishment supply chains

20. _____ are unplanned at least until the last possible moment.

- A. Lean supply chains
- B. Agile supply chains
- C. Fully flexible supply chains
- D. Continuous replenishment supply chains

SECTION B**[90 MARKS]****QUESTION 1****[18 MARKS]**

1.1 SAMSUNG South Arica, is busy with a customer service audit. Identify, a the type of element and 1 to 4 in the figure below and fully explain each element with relevant examples, what SAMSUNG will be doing in 1 to 4, to increase their level of customer service in each element. [9]



1.2 According to Bowersox and Closs (1996), there are three basic customer service dimensions. Identify and explain each of the three basic customer service dimensions. [6]

1.3 Mention the three customer service strategies, which the management of an organisation can implement to achieve a desire level of customer service. [3]

QUESTION 2**[26 MARKS]**

2.1 Match column A with column B. For example, 5 = g.

Answer the question on the question paper in the area below the table. [5]

1. A set of in of interrelated components that collect process, store and distribute information	a. Lead time
2. A firm with _____ for data management, data is maintained locally at the level of individual departments	b. Knowledge and skills
3. This has to do with the buying, produce, assemble and delivering of the finished goods	c. Decentralised system
4. Evolving from the third generation of systems (ERP III) is the fourth “industrial revolution”	d. Information system
5. The use of new systems and devices demand this	e. Industry 4.0

2.2 What are the key benefits of centralised systems? [6]

2.3 In your own words, discuss the importance of logistics information systems [4]

2.4 Discuss the following centralized information systems

2.4.1 ERP I

2.4.2 ERP II

2.4.3 ERP III [6]

2.5 Eleven factors have led to the industrial revolution, including the combination of macro and general market trends. Mention only five of the eleven market trends, which have led to the industrial revolution. [5]

QUESTION 3**[24 Marks]**

3.1 There are numerous risks to consider within the supply chain network. Because of time constraints, it is a fundamentally impossible task to identifying every single risk and to develop an organisation risk strategy. However, potential risks that may cause business disruptions must be investigated.

You are required to distinguish the five sources that these risks can arise from [10]

3.2 The risk management process is fundamental to successful risk management. It guides management, through a logical and holistic approach, to identify and subsequently address significant supply chain risks. A seven-step approach in the management of supply chain risks is proposed. The headings of the seven-step approach are: understand the supply chain; improve the supply chain; identify the critical paths; manage the critical paths; improve network visibility; establish a supply chain continuity team; work with suppliers and customers.

You are required to use the headings to critically evaluate each step of the seven-step approach in the management of supply chain risks. [14]

QUESTION 4**[22 MARKS]**

4.1 Illustrate the disaster management cycle through a diagram and describe each stage thereof [10]

4.2 Discuss the following generic supply chains applied in humanitarian supply chains

4.2.1 Continuous replenishment supply chains

4.2.2 Lean supply chains

4.2.3 Agile supply chains

4.2.4 Fully flexible supply chain [8]

4.3 Match the humanitarian situations with the generic supply chains [4]

Humanitarian situation	Generic supply chain
1. Emergency relief or response	A. Lean supply chain
2. Food distribution	B. Agile supply chain
3. Distribution of gifts-in-kind	C. Fully flexible supply chain
4. Development projects	D. Continuous replenishment