

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF ECONOMICS

MASTERS: SUPPLY CHAIN MANAGEMNET

STRATEGIC LOGISTICS MANAGEMENT: SCM506

EXAMINATION

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer any four (4) questions, Section A is Compulsory.
2. The paper carries six questions
3. All questions carry equal marks of 25 each
4. The use of cellphones is not allowed in the exam

OCT 2023

SECTION A

(Compulsory)

Case Study

MANAGING A NETWORK OF DECENTRALIZED DISTRIBUTION CENTERS

A national wholesale distributor of heating and air conditioning supplies was struggling to manage its complex supply chain and maintain high levels of customer service, which is a top priority. With over 20 decentralized sites spread across five states, communicating delivery needs between sales staff, professional drivers and each distribution center was creating challenges. Additionally, the distribution centers had no set routes, making planning difficult. Compounding the problems, Department of Transportation violations were impacting the distributor's ability to meet its customers' delivery needs and creating liability concerns.

Question 1

(Compulsory and relates to the case above)

Identify and suggest solutions to the challenges that the wholesale distributor is facing in its operations.

[25 Marks]

SECTION B

(Answer any THREE questions)

Question 2

Explain how a Logistics Manager can use logistics as a competitive edge for the organisation.
[25 Marks]

Question 3

Discuss the reasons behind the interest and growth in Logistics world wide. **[25 Marks]**

Question 4

‘In order to achieve value for the enterprise, Logistics Managers should carefully include Components of Logistics Systems’. Elaborate. **[25 marks]**

Question 5

The Government of Zimbabwe struggles to distribute farming inputs such as fertilisers, maize and other grain seeds, agricultural chemicals and fuel to farmers dotted throughout the country during the farming season. These inputs reach the intended beneficiaries late into the farming season or after the farming season. As a Logistics Consultant, what do you think are the logistics challenges and also recommend to the Government of Zimbabwe the possible solutions. **[25 marks]**

Question 6

Explain in detail how a Logistics Strategy would be developed so as to realise overall company goals. **[25 Marks]**

END OF PAPER