



EXAM

Course code: ORG 440

Course name: Supply Chain Management

Date: June 6, 2014

Duration: 09.00 – 13.00

Number of pages incl. front page: 1

Resources allowed: Students may use a dictionary (to/from English/Norwegian) or to/from English and the student's native language. Non-programmable calculators may be used.

Notes: The exam consists of section A and B. The question in section A must be answered. In section B **choose to answer TWO of the FOUR** questions.

Only answers in English are acceptable.

Each answer will be weighted according to the percentage points assigned to each question.

SECTION A: (*mandatory*)

The concepts of "Logistics" and "Supply Chain Management (SCM)" are often used interchangeably. Please, discuss different approaches to "Logistics" and "Supply Chain Management" definitions. Based on the course literature and your own judgments, define which of the above mentioned concepts has broader meaning. Do you think that this problem definition might have any impact on the way the real supply chain/logistics is organized by the practitioners? (40%).

SECTION B: (*choose to answer TWO of the FOUR following questions*)

1. What is the practical usage of the Kraljic matrix? What kind of business problems can be solved by applying properly the concept of Kraljic? (30%).
2. Based on the paper Marshal L. Fisher (1997), "What Is The Right Supply Chain For Your Product", discuss the difference between functional and innovative products. How does this difference challenge the supply chain? (30%).
3. To which purpose is EOQ (economic order quantity) formula applied? Does this formula have any limitations? Can it be applied, for instance, in engineer-to-order (ETO) logistic environment? (30%)
4. Define the concept of "supply chain risk". Pick one or two types of risks in the supply chain, describe their drivers and the ways to mitigate the chosen risks. (30%)

Good luck!