



# ICM

SEPTEMBER 2015

LOGISTICS

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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1. Compare and contrast the terms order winners and order qualifiers, supporting your answer with examples of EACH. [20]
  2. The concept of lean and agile supply has found increasing favour in the provision of an effective logistics function. Explain the characteristics, attributes and features of lean and agile supply. [20]
  3. Partnerships are increasingly seen as being important to the provision of an effective logistics function. However, it can be challenging to establish robust partnerships between organisations. Analyse the main barriers to achieving effective partnerships in the supply chain. [20]
  4. A number of factors distinguish international logistics and localised logistics pipelines. Analyse the key factors that distinguish these two types of pipeline. [20]
  5. Explain what you understand by the terms **aligning** and **differentiating** strategies and set out the key features of EACH. [20]
  6. The concept of the purchase portfolio matrix is increasingly being seen as having a particular relevance to the logistics function. Analyse how the purchase portfolio matrix contributes to logistics. [20]
  7. Cost management is a key responsibility of the logistics manager. Review the main categories of costs that the logistics function will incur. [20]
  8. Customer service is as important a part of the logistics function as it is in any other area of business activity. Analyse the pre- and post-transaction elements of customer service that the logistics function will need to address. [20]