



# ICM

MARCH 2017

LOGISTICS & SUPPLY CHAIN MANAGEMENT

**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. Logistics is concerned with managing two key flows.
    - a) Name and describe these TWO flows. [10]
    - b) List and explain the THREE main functions of supply chain management. [10]
  2. Sustainability is seen as a key component in gaining competitive advantage. What is the aim of the Fairtrade Foundation? [20]
  3. Developing strategy suggests that there are four options to be considered. Identify and explain these FOUR options. [5 each]
  4.
    - a) McGoldrick defines four characteristics of market segments. Describe these FOUR characteristics. [2 each]
    - b) What are the FOUR elements of McCarthy's marketing mix? [3 each]
  5. Describe the FOUR gaps identified by Zeithaml et al. in customer service. Use a diagram to illustrate your answer. [5 each]
  6.
    - a) List the advantages of financial ratios. [12]
    - b) Using financial ratios in relation to time is key to monitoring working capital. Explain what the key time-related ratios are. [8]
  7. Using a diagram, outline a methodology for time-based improvement, with an explanation for EACH element of the methodology. [20]
  8. Just-in-time and lean thinking have identified seven wastes. List and explain these SEVEN wastes. [20]