



ICM

MARCH 2017

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. Effective supply chain relationships are built on the principle of trust between partners. Explain how trust can be built between partners in a supply chain. [20]
 2. Review how the development of electronic data interchange has impacted on the effectiveness of a supply chain. [20]
 3. Explain what the **bullwhip effect** is, identifying its causes and the potential impact that it can have on a supply chain. [20]
 4. Conflict will, inevitably, arise between partners in a supply chain. Analyse the options available for resolving conflict between partners in a supply chain. [20]
 5. Identify the potential causes of long cycle times in a supply chain and explain how they can be resolved. [20]
 6. Analyse the commonly recognised enablers for supply chain reengineering. [20]
 7. Analyse the elements of the integrated supply chain model. [20]
 8. Analyse why companies are increasingly keen to join supply chain networks. [20]