



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : LOGISTICS MANAGEMENT
COURSE CODE : BWB 44103
PROGRAMME CODE : BWQ
EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

- Q1** The role and performance of logistics has been enhanced by the growth of information technology.
- (a) Describe **FIVE (5)** ways on how information technology can be applied in logistics management. (10 marks)
- (b) Explain **FIVE (5)** benefits of information technology application in logistics management. (10 marks)
- Q2** (a) Define what supply chain management is. Your definition should include;
- elements of supply chain management
 - types of relationships
 - range of relationship types
- (15 marks)
- (b) A supply base tends to grow large over the years especially in companies with multiple locations. It is imperative to bring the supplier base to a manageable level in order for procurement organization to do an effective job of managing supplier performance. State **FIVE (5)** approaches used by companies to rationalize their supply bases. (5 marks)
- Q3** A logistics KPI or metric is a performance measurement that is used by logistics managers to track, visualize and optimize all relevant logistic processes in an efficient way. Among others, these measurements refer to transportation, warehouse and supply chain aspects. Discuss **FIVE (5)** of the most important logistics metric that should be measured. Include the performance indicator(s) in your description. (20 marks)
- Q4** (a) There are **FOUR (4)** phases in logistics that mirror most marketing plans. Elaborate **ALL** of them. (10 marks)
- (b) List **TEN (10)** strategies in logistics that support **Q4(a)**. (10 marks)
- Q5** (a) Provide definition for the following techniques:
- (i) Indirect Exporting
 - (ii) Active Exporting
 - (iii) Production Abroad
 - (iv) Parallel Imports
- (4 marks)

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- (b) Detail out **FIVE (5)** alternatives a company can take to start its operation abroad. (10 marks)
- (c) Identify in detail **THREE (3)** barriers that can hinder global logistics. (6 marks)

-END OF QUESTIONS-

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