

## ACADEMIC YEAR 2022 - 2023

Program	Year	Semester	Paper
<b>LTM</b>	<b>IV</b>	<b>1</b>	<b>8</b>
MODULE NAME:	<b>Management of the Integrated Supply Chain</b>		
MODULE CODE:	<b>PTRL IV.I</b>	EXAM DATE:	<b>28/12/2022</b>
TEACHER'S NAME:	<b>Dr. Abebe Ejigu Alemu</b>	DURATION:	<b>2 hrs.</b>

<b>Questions to be answered on:</b> <input checked="" type="checkbox"/> Space provided on the question paper	<b>Allowed requirements:</b> Pen, Pencil & Calculator	<b>Number of pages</b> (Incl. cover page):
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### Points of attention:

- For each question, the maximum earned points are mentioned between brackets at the end of each question.
- Write very clearly! Answers that are not readable are not marked and don't get points!
- Make sure your answers are written to the point.
- All answers should be written **in English**.
- Write all the answers in **blue or black pen only**.
- Use the **pencil** only for **diagrams & graphs**.
- Show all the calculation steps in the given space.
- When finished submit the question paper, together with the answer scripts and the signed cover page to the invigilator.
- Any cheating/copying may result in an instant failing of the examination.

FINAL MARKS	
STUDENT NAME:	<b>40</b>
STUDENT ID:	<b>10</b>

## DECLARATION OF ACADEMIC INTEGRITY

	<b>Form Title</b>	<b>Declaration of Academic Integrity</b>
	<b>Department</b>	<b>Academic Departments</b>
	<b>Form Code</b>	<b>IMCO/QMS/AD/FORM</b>
	<b>Issue Date</b>	<b>15.07.2021 (revised)</b>

**Please sign to confirm that you have read and accepted the following statements. Your assessment will not be accepted without this signed declaration.**

1. I confirm that I have read and fully understood IMCO's policy on Academic Integrity, including practices that may lead to committing plagiarism/cheating and which I must avoid.
2. I confirm that in the attached assessment I have not presented or attempted to present anyone else's work as my own, except where I have indicated. I confirm that I understand that doing so would mean I had committed plagiarism.
3. I confirm that I understand that, if I fail to comply with IMCO's policy on Academic Integrity, IMCO will impose penalties which may in the most serious of cases result in termination of my studies at IMCO. I confirm that I understand that if I am judged guilty of plagiarism/cheating I will receive a score of zero and the other penalties indicated under IMCO's policy on Academic Integrity in the Student's Handbook will apply.

**Programme:** .....LTM.....

**Module Code:** PTRL IV.I.....

**Module Title:** Management of Integrated supply chains.....

**Name:** .....

**IMCO student ID number:** .....

**Class:** .....

**Signature** .....

**Date:** 28 December 2022...

**PART I: write your answer with correct words and phrases for the following questions. (MLO I & II)-(23 MARKS)**

1. Supply chain integration involves relationships between firms in the chain. Researchers identified a minimum of five alternative relationships. Identify the five types of relationships and briefly describe them. **(5 Marks)**
2. Quick response (QR) logistics is another application of lean thinking and meets the end customer's demands.
  - a. Do you agree with this statement? If you agree or not write your justification. **(3 marks)**

b. What are the aims of QR (describe at least three aims)? **(3 Marks)**

3. Briefly discuss at least four value propositions supplier relationships delivers for suppliers and focal company. **(4 Marks)**

4. Several types of relationships are identified and applied by various business actors in the supply chain. Among others, transactional/adversarial and partnership relationships are practiced among the business firms

a. What are the differences between the two? (write at least three differences) **(3 marks)**

b. Which one is more relevant for supply chain management? Why? **(2 marks)**

5. Briefly discuss the type of customer relationship management (CRM) technology. **(3 marks)**

**PART II. Analyse the cases and answer the questions with correctly with clear words and phrases.**  
**(MLO 3 & MLO 5) (17 MARKS)**

1. One of the Hyper markets in Sohar has designed a system of eCRM in its business operations as eCRM is key business integrating process.
  - a. Why do you think is e-CRM important for the Hypermarket and briefly describe at least five reasons for using CRM. **(5 marks)**

**b.** Describe A Model of the Customer Relationship Management. **(3 marks)**

2. AL Yassin Agro-processing LLC is manufacturing firm which processes, packs and distributes variety of agricultural products such as milk, chicken meat and eggs. The firm requires variety of animal feed supply for its cows and chicken. Accordingly, the firm plans to create relationships with the input suppliers. However, the company manager does not know the basic supplier relationship management processes he needs to apply to manage the relationship. If you are a SRM consultant, explain him the four basic SRM steps. **(5 marks)**

3. Mr. Mohammed manages a manufacturing company who plans to integrate the company operations with suppliers and customers. He is aware of the possible types of relationships; however, he is confused of the processes to be applied in selecting an appropriate supplier to whom he wants to make relationships. Please advise him with the steps/processes to be applied to select a supplier and give brief description of each. **(4 Marks)**