

ACADEMIC YEAR 2023 - 2024

Program	Year	Semester	Paper
LTM	IV	I	MID TERM

MODULE NAME:	Management of integrated supply chains		
MODULE CODE:	PTRL IV.I	EXAM DATE:	07.11.2023
INSTRUCTOR's NAME:	Dr. Abebe Alemu	DURATION:	1 ½ hrs.

Questions to be answered on: ✓ Space provided on the question paper	Allowed tools: Pen, Pencil & Calculator	Number of pages (Incl. cover page): 5
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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.

STUDENT NAME: STUDENT ID:	<table border="1" style="margin: auto; border-collapse: collapse;"> <tr> <th colspan="2" style="padding: 5px;">FINAL MARKS</th> </tr> <tr> <td style="width: 50%; height: 60px;"></td> <td style="text-align: center; font-size: 24px; font-weight: bold;">20</td> </tr> <tr> <td style="height: 60px;"></td> <td style="text-align: center; font-size: 24px; font-weight: bold;">10</td> </tr> </table>	FINAL MARKS			20		10
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Number of answer scripts:.....

Invigilator:.....

Student's signature:

Time of receipt:.....

3. In the context of a manufacturing company, illustrate the benefits of the implementation of integrated supply chain management practices. Provide four benefits with specific examples. (4 marks)

4. Assume that you are hired as a supply chain expert for a **food processing company** in the Sultanate of Oman, specializing in the production of **date-based products**. The company has been facing stiff competition from emerging local and international players in the market. As an expert, you have been tasked with identifying and recommending the most effective sources of competitive advantage for the company to maintain and expand its market share. Considering the unique landscape of the food processing industry in the Sultanate of Oman, how would you advise the date-based food processing company to leverage its regional advantages and technological advancements to establish and sustain a distinctive competitive edge over its competitors, both domestically and internationally? Provide at least three sources of competitive advantage which would help the company remain competitive and sustainable in the market. (4 marks)

5. Consider a company named Al-Sultan Foods MFG, a prominent food processing company, is facing increasing competition in the market. In an effort to maintain its leading position, the management team is reviewing its sources of competitive advantage. They are particularly concerned about sustaining their edge in the market. As a consultant, you have been asked to assess and propose strategies to strengthen their competitive advantage. As a consultant advising Al-Sultan Foods, how would you analyze and enhance their competitive advantage in the food processing industry in the Sultanate of Oman? Identify at least three key areas where the company can strengthen its competitive position. (4 marks)