

OLLSCOIL NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY.

SUMMER EXAMINATIONS

2000/2001

B.COMM. DEGREE

BUSINESS LOGISTICS

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Instructions: Time allowed: 2 hours
Answer 3 Questions

- Q 1** **a)** What type of changes occurring in the 1990's and 2000 "marketplace" have led to increased emphasis upon logistics? How does logistics help companies to respond to these changes?
- b)** Describe the structure of responsibilities of Logistics in a firm.

Q 2 *"Reluctance in Operations to form a partnership relationship between the buyer and supplier will cause a decline in business performance."*

Discuss the pros and cons of this matter (refer to case studies presented in Supply Chain Management).

Q 3 **a)** The Burger Doodle Restaurant chain uses a distribution centre to prepare the food ingredients it provides its individual restaurants. The company is attempting to determine the location for a new distribution centre that will service five restaurants. The grid map co-ordinates of the five restaurants and the annual number of 40-foot trailer trucks transported to each restaurant are shown.

	Co-ordinates		Annual
<i>Restaurant</i>	X	Y	Truck Shipments
1	100	300	30
2	210	180	25
3	250	400	15
4	300	150	20
5	400	200	18

- i) Determine the location of the new distribution center using the centre-of-gravity method

- ii) Plot the five restaurants and the proposed new distribution centre on a grid map

The Burger Doodle restaurant chain is considering three potential sites with the following grid map Co-ordinates for its new distribution centre:
A(350, 300) B(150,250) and C(250,300)

- iii) Determine the location using the load-distance formula, and plot this location on a grid map with the five restaurants.

- iv) How does this location compare with the location determined in part a) above?

b) Discuss the Customer Service element in Logistics Management (refer to video material).

- Q 4** Information Systems are a powerful tool for managing, controlling and achieving customer service. Discuss the relevance of a Logistics Information System for increasing customer service levels.
- Q 5** a) In order to effectively plan and control materials handling, the logistics manager should recognise some guidelines and principles. Discuss five of these guidelines/principles.
- b) Explain (using an example) Distribution Requirements Planning (DRP).