

OLLSCOIL NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY

Semester II Examinations 2003

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3BC162: B.Comm Degree
3BC262: B. Comm Degree
4BC462: B.Comm Degree
1DB161: H.Dip. (Business Studies)
1OA161: (Occasional Arts)
1EM161: Erasmus
4BI121: B.E. Degree (Industrial Eng. & Information Systems)
4BJI21: B.E. Degree (Man Engineering with Language)

IE317: Business Logistics

Examiners:

Dr. E. J. Wright
Prof. J. Sheil
Ms. Mary Dempsey

Answer **three** questions.

All questions will be marked equally

Use Separate answer books for each questions

Time allowed: **Two** hours

No. of Answer Books: 3

No. Pages: Cover + 1

Department: Industrial Eng

Question 1

“In order to increase competitiveness companies will not be competing with each other, instead their supply chains will be competing.” Discuss this quotation by Professor Albrecht in relation to the improvements made in Intel, Case and Saturn.

Question 2

“If the 1980’s were about quality and the 1990’s about re-engineering, then the 2000’s will be about velocity” - *Bill Gates, 1999 “Business @ The Speed of Thought”*

Discuss how the three T’s of highly effective supply chains contribute to an organisation.

Use the Dell Europe and Avoca Handweavers cases in your discussion.

Question 3

- a) Logistics Management Services (LMS) is driven by the supply chain. Explain what the global drivers and trends are, that facilitate LMS driving the supply chain.
- b) Explain what is meant by the changing structure of distribution channels; use a diagram to assist in your explanation.
- c) What are the issues for LMS in Ireland?

Question 4

Kellogg Co. was the first manufacturer to go live with LogiCnet, a logistics information system designed to link retailers’ ordering and shipping with manufacturers’ production.

Discuss a logistics information system in terms of its purpose and its components.

Question 5

Explain how logistics creates added value from a macro/external environment perspective in the economy.