MIS 3537: Internet Enabled Supply Chain

Sample Midterm

Maximum points: 40

Time: 75 minutes

This sample test is intended to provide a model for the type of questions asked during the actual test. The number of questions and the time duration may be different in the actual test.

Instructions:

The exam is open book / open notes and has three components. Part A is True/ False, Part B is multiple choice, and Part C is short answer type. Read all instructions carefully before attempting any part. The actual exam may have 1-2 bonus points. However, individual score cannot exceed 40 (maximum score).

Part A: True or False (Give reasons (1-2 lines) in support of your answer to receive full credit)

3 x 4 = 12 points

1. Information Technology data analysis capabilities in general drive business change and can affect Supply Chains by providing cost saving data insights.

2. Sharing Sales information among partners is why Supply Chain Collaboration is valuable.

3. The bullwhip effect can be completely eliminated if there is no forecasting whatsoever in any part of the supply chain.

4. The eDesign approach enables dedicated teams to focus on defined launch dates, features and functionality.

Part B: Multiple Choice Answers (Choose one correct answer. No credit will be given for multiple answer or answers which are not clear) - 2 points each.

2 x 4 = 8 points

1. Which of the following is NOT a primary benefit of an eMediary market?
   a. Lower product acquisition costs
   b. Lower procurement transaction costs
   c. Increased collaboration between supply chain partners
   d. No paper-based process
   e. Vendors can be selected from across the globe

2. The management of an effective supply chain requires the coordination of a wide range of activities that include:
   a. Inbound logistics (e.g. purchasing and material releasing, inbound transportation, receiving, materials handling).
   b. Operations (e.g. inventory control and management, demand and supply planning, production planning).
   c. Outbound logistics (e.g. warehousing and distribution, outbound transportation).
   d. Only a and c
   e. All of the above.

3. Which of the following strategies does not mitigate the Bullwhip effect?

      a. Everyday low prices

      b. Vendor Managed Inventory

      c. Allocation Based on past sales

      d. Logistics outsourcing

      e. All of the above'

      f. None of the above

4. Which of the following was a stage in the evolution of electronic marketplaces:

      a. Industry players partnered to create eMarketplaces

      b. Large companies with buying strength setup their own eMarketplace

      c. .COM companies

      d. All of the above

      e. a. and c.

Part C: Short Answer Type (Answer the following in 3 to 4 lines)

The short answer questions in the test will be worded as a small case study.

4 x 5 = 20

1. List some causes of bullwhip effect? Does knowing the Point Of Contact information have any effect on the Bullwhip Effect? If so how?

2. List any three challenges to supply chain synchronization with eMarketplaces.

3. Give examples of value added services provided by e-markets (apart from basic services such as listing, transaction processing, or payment). Explain why value added services are essential to e-markets.

4. Give examples (any three) of different ways in which firms collaborate with their supply chain partners?

5. From what you learned from the Zappos case – what is a core supply chain competency a company can develop and how does that competency provide competitive advantage to them?