

MIS 3537 Internet Enabled Supply Chains

Sample Final Test

Spring 2017

Maximum score: 36

Time: 70 mins

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

Instructions:

The exam is **Not** open book / open notes- you may only use the 6 pages of notes allowed. The test has several different question types (True/ False, multiple choice, and short answer). Read all instructions carefully before attempting any part. There are a total of 1 bonus point in this exam. However, individual score cannot exceed the maximum score (36).

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

2 x 3 = 6 points

1. The main difference between information goods and physical goods (such as televisions, laptops) is that the ratio of fixed costs to marginal costs is very high in information goods.

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.

1 x 3 = 3 points

1. Following are the elements of Green Supply Chain
 - a. Green Sourcing
 - b. Green Production
 - c. Green Distribution
 - d. Green Reverse Logistics
 - e. A and C
 - f. All of the above

2. Identification of a strategic mix of suppliers to fulfill demand is known as
 - a. Strategic Sourcing
 - b. Bullwhip effect
 - c. English Auction
 - d. All of the above
 - e. None of the above

3. Type of auction in which in which all bidders submit their bids separately, without revealing their bids and the highest bidder wins
 - a. Dutch Auction
 - b. Sealed bid first price auction
 - c. Reverse Auction
 - d. All of the above
 - e. None of the above

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 4 = 16

1. List three ways in which companies such as Netflix and Hulu use supply chains strategically to achieve competitive advantage.

2. What indicators would you use to evaluate suppliers?

3. The Chief Financial Officer (CFO) is not convinced about the business value of supply chain management. From your experience playing the Global Supply Chain Management Simulation Game, list and explain three ways in which the decisions made in the supply chain impact firm profitability.

4. Why are network externalities important in eBusiness standard wars?

Bonus Question (1 points)