

Tampere University of Technology
Department of Business Information Management and Logistics
LIKU-8207 Supply Chain Management, 4 cr

Exam 14.11.2011

This exam consists of little define questions (question 1) and three different essay questions (questions 2, 3 & 4). For each essay question, please write an essay max. 1 page. Good luck!

1. Describe shortly the meaning of the following concepts (4p):
 - a. Process standardization
 - b. Quick-response strategy
 - c. Outsourcing
 - d. Cross-Docking

2. Define the concept Green Supply Chain Management. Describe also the framework model describing logistics decision levels and environmental impacts. (5p)

3. According to Kogut there are three different ways a global supply chain can be employed to address global risks: a speculative strategy, a hedge strategy and a flexible strategy. Describe these strategies. If you were the CEO of a small electronics manufacturing firm, which strategy would you prefer and why? (5p)

4. You have just started as a Logistics Manager in a global industry company. Your first task is to analyze the logistics network. What would you do? Where would you start? What kind of information would you need to optimize the structure of the logistics network? (6p)