PENINSULA COLLEGE GEORGETOWN DK266-03(P)

UNIVERSITY OF PLYMOUTH

FINAL EXAMINATION

Programme Name	:	**BSC (HONS) MARITIME BUSINESS AND LOGISTICS**
Course Code & Name	:	**MAL2016 INTERNATIONAL LOGISTICS AND SUPPLY CHAIN OPERATIONS**
Duration	:	**3 HOURS**

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY.**
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(*This booklet contains 3 printed pages including this page*)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided. **[100 marks]**

1. a) Identify **ONE (1)** example of successful Enterprise Resources Planning (ERP) from any manufacturing industry. (1 mark)

   b) Based on the example from question 1(a), highlight **FIVE (5)** underlying conditions related to the successful ERP implementation. (15 marks)

   c) Based on the example from question 1(a), summarised **THREE (3)** benefits of successful ERP implementation. (9 marks)

   Total: [25 marks]

2. Couture Trends, a high-end fashion brand, entered into a three-year contract with Brazilian retail chain Stylish Apparel in 2020 to distribute Couture Trends' premium fashion collections in South America. The contract stipulated that Stylish Apparel must sell Couture Trends' high-end collections and updates, establish a retail network within the agreed region, and maintain a minimum stock of Couture Trends' products worth $1,500,000.00 before January 1, 2023. If Stylish Apparel fails to meet these conditions, Couture Trends has the right to seek other distributors within South America. If either party breaches the contract, the non-breaching party may terminate the agreement with three months' notice.

   In March 2020, Stylish Apparel placed an order for Couture Trends' exclusive fashion collections, but the shipment was delayed without explanation. This caused frustration for Stylish Apparel, leading to some retailers reconsidering their partnership. In June 2020, Stylish Apparel discovered that some retailers had started selling Couture Trends' products without agreement, raising concerns about direct competition within Stylish Apparel's designated region. In June 2022, Stylish Apparel was still far from reaching the minimum order requirement, but Couture Trends sent them a termination letter claiming they had failed to establish a satisfactory retail network.

   Stylish Apparel sought legal counsel after feeling disgruntled and unjustly handled by Couture Trends. To address the problem with Couture Trends, their attorneys identified four possible lines of action: lawsuit, arbitration, mediation, or negotiation.

   a) Referring to the above case study, explain **FOUR (4)** sources of conflict between Couture Trends and Stylish Apparel. (8 marks)

   b) i) Suggest **ONE (1)** dispute resolution procedure for Stylish Apparel to manage the conflict. (2 marks)

      ii) Based on the suggestion from question (b)(i), explain **THREE (3)** reasons for selecting the resolution procedure. (6 marks)

   c) Illustrate **THREE (3)** recommendations to Couture Trends and Stylish Apparel to improve their supply chain relationship. (9 marks)

   Total: [25 marks]

3. a) Describe the concept of Port 4.0. (3 marks)

   b) Discuss **THREE (3)** potential impacts of Port 4.0 on the port industry. (12 marks)

   c) Explain **TWO (2)** opportunities presented by smart ports in the digitalization of the port industry. (10 marks)

Total: [25 marks]

4. Zara is one of the biggest international fashion companies, and it belongs to Inditex, one of the world's largest distribution groups. Zara's supply chain is highly efficient, allowing for 24-hour exports and weekly store deliveries.

   a) Demonstrate **FIVE (5)** factors that contribute to successful of Zara's supply chain. (15 marks)

   b) Discuss **TWO (2)** reasons to incorporate sustainability and ethics in fashion supply chain management. (10 marks)

Total: [25 marks]

- END OF QUESTIONS -