



**Institute of Human Resource Advancement (IHRA)  
University of Colombo, Sri Lanka**

**Master of Science in Service Management Course No.05  
3<sup>rd</sup> Trimester Examination**

**(Held in January, 2020)**

**MSM 5332 - Services Supply Chain Management**

**Instructions to the Candidates**

- (1) This paper consists seven (07) questions and two (02) pages.
- (2) Answer any five (05) questions.
- (3) Write your Index Number on all pages of answer scripts.
- (4) Time allocated for the examination is Three (03) hours.
- (5) Tie up all answer sheets at the end of the examination.
- (6) If a page or a part of this question paper is not printed, please inform the Supervisor immediately.

1.

- (i) The prime motive of a supply chain should be to create value for its final customers. Discuss with examples  
(10 Marks)
- (ii) Critically evaluate the Porter's value chain to identify the contribution by the logistics related activities  
(10 Marks)  
(Total Marks 20)

2.

- (i) Explain three different strategies available for integration and collaboration of a supply chain  
(12 Marks)
- (ii) "In absence of integration, collaboration would be impossible". Do you agree? Justify your answer.  
(08 Marks)  
(Total Marks 20)

3.

- (i) "Lean manufacturing is sometimes industry specific". Do you agree? Justify your answer  
(12 Marks)
- (ii) Explain three benefits of Cellular Manufacturing compared to functional layouts  
(08 Marks)  
(Total Marks 20)

4.

- (i) The implementation of Agility, Lean or Leagility will always be industry specific. Elaborate this statement with examples.  
(10 Marks)
- (ii) Explain how flexibility is achieved through postponement.  
(10 Marks)  
(Total Marks 20)

5. (i) Differentiate Logistics and Transport

(08 Marks)

(iii) The need of multi-modality of transport emerged to overcome the drawbacks of individual transport modes. Describe the available multi-modal transport methods.

(12 Marks)

(Total Marks 20)

6.

(i) Differentiate traditional problem solving and structured problem solving .

(08 Marks)

(ii) What is a defect opportunity?

(04 Marks)

(iii) Explain the defect qualifying stages

(08 Marks)

(Total Marks 20)

7.

(i) Explain the influence of order quantity on the Total Annual Cost of inventory.

(10 Marks)

(ii) "Just in Time (JIT) is the best Inventory Management technique" Do you agree. Justify your answer.

(10 Marks)

(Total Marks 20)

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