



Postgraduate Studies in Maritime and Logistics Management

JNB624 / Supply Chain Management

SEMESTER 2, 2022

Supplementary Assessment

Instructions to candidates

1. This assessment commences on Thursday, 24 November 2022.
2. The answer script is to be uploaded into the 'Supplementary Assessment' Dropbox on the unit MyLO site no later than 23:59 hours (Hobart Time) on Sunday, 4 December 2022.
3. Late assessment scripts will not be accepted. Failure to upload your answer script in to the 'Supplementary Assessment' Dropbox on the unit MyLO site before the cut-off time will result in a **Fail** grade.
4. Candidates must attempt ALL TWO (2) questions.
5. Your answer script should be 2000 words in total, \pm 10%. You are required to include your word count on the title page.
6. Answers must be typed.
7. References **MUST** be provided in-text and in a reference list as per the UTAS Harvard style of referencing. A minimum of 10 references must be provided. There is no requirement to include a Table of Contents, Abstract, Introduction or Conclusion with your supplementary assessment.
8. Plagiarism, including copying the work of other students or any form of collusion is a punishable offence and may result in failure of the unit and/or exclusion from the AMC (refer to the section on Plagiarism in the Unit Outline).
9. Students who successfully complete the supplementary assessment task will be awarded a grade of 50% PP.
10. If you have any questions regarding this assessment please contact your unit coordinator. They will respond to your query as appropriate.

Attempt ALL TWO (2) questions.

Question 1

For a service industry of your choice, discuss opportunities for collaborative innovation in the supply chain to build a sustainable advantage. Include discussion on associated risks and performance measures.

Question 2

Suppose you are the Supply Chain Manager for a Tasmanian organisation that currently exports fresh cherries by air to China. The goods are kept in a chilled warehouse after processing at their plant in Triabunna. The product is then transported by road daily to Hobart airport for shipment. Once cleared from Beijing International airport, the goods are transferred by road to a nearby chilled distribution centre. They are then distributed to local supermarkets by courier vans.

Recently your CEO has been advised by the State government of an opportunity to double your exports by expanding into Tokyo, Japan, again by selling the products to supermarkets. The CEO has asked you to prepare a report detailing the likely effect this expansion will have on your current international supply chain, any associated risks and opportunities and the potential options to access the Tokyo market. Prepare the report, including your recommendation on any changes you consider necessary to your current supply chain. Detail any assumptions you make.
