



Postgraduate Studies in Maritime and Logistics Management

JNB 738 / E-commerce Logistics 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 Friday, 9 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. The examination submission is one document. Question numbers must be clearly shown beside each answer. References **MUST** be provided in-text and in a reference list as per the UTAS Harvard style of referencing. Please also include a Table of Contents. However, there is **NO** requirement to include an abstract, introduction or conclusion with your examination.
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

Outline three (3) system acquisition techniques, and elaborate on how each of them used impacts the optimisation of the logistics process for a real-world business of your choice.

Question 2

Select three (3) eCRM techniques/tools and discuss how these techniques/tools can help customer retention and upsell in the context of the online retail clothing business. Use effective examples to support your answer.
