



COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

MKT 301 DISTRIBUTION AND LOGISTICS

END OF SEMESTER EXAMINATIONS

NOVEMBER 2018

LECTURER: Prof Sang-Heui Lee

DURATION: (3HRS)

INSTRUCTIONS

1. Answer #1 and #2, and choose and answer additional four questions from #3 to #9. You need to answer total 6 questions
2. Use only the Examination Answer Book provided. Obtain a Continuation Answer Book if necessary.
3. Write legibly and concisely
4. You are expected to give a critical analysis of each question.
5. If you cite the works of any author, make sure you give credit and acknowledgement to that author.
6. Provide the following information on the cover page of the Examination Answer Book.
 - 6.1 Write your University I.D. number clearly in the space provided. Do not write your name on the Answer Book.
 - 6.2 Write the Course Code & Course Title indicated above in the space provided.
 - 6.3 For Faculty write 'CBPLG'

1. **(Required)** You were required to read and cite at least 5 academic papers relevant to the discipline of Supply Chain Management (SCM) for your course project throughout the semester. Pick one quantitative paper that you liked the most among the papers. Give the title, author(s), publication year, and the journal name that published the paper. Discuss the main theme of the paper, the contribution that the paper made to the discipline, and explain the methodology of analysis and the data.
2. **(Required)** Explain the differences between conceptual and empirical academic research in social science/behavioral science/business research as we discussed in class.
3. **(Optional)** One of your classmates has studied Transportation in Mining Industry. Give your best description of the topic and explain what you learned from her/his discussion.
4. **(Optional)** One of your classmates has studied Understanding Supply Chain Integration in Zimbabwe's Agricultural Industry. Give your best description of the topic and explain what you learned from her/his discussion.
5. **(Optional)** One of your classmates has studied Reverse Logistics in Retail Businesses. Give your best description of the topic and explain what you learned from her/his discussion.
6. **(Optional)** One of your classmates has studied Enterprise Information Technology for SCM. Give your best description of the topic and explain what you learned from her/his discussion.
7. **(Optional)** One of your classmates has studied Big Data of SCM. Give your best description of the topic and explain what you learned from her/his discussion.
8. **(Optional)** One of your classmates has studied Risk Management in SCM. Give your best description of the topic and explain what you learned from her/his discussion.
9. **(Optional)** One of your classmates has studied Global Logistics of Retail Stores in Zimbabwe. Give your best description of the topic and explain what you learned from her/his discussion.

END OF PAPER