

TU-22.1214 Demand-Supply Network Management

Exam 16.5.2009

Surname, first names _____

Student number _____

Year when the course was attended _____

Use only exam papers to answer. You may answer in English, Finnish or Swedish

Answer all 5 questions (in case of subquestions, all of them)
(6 points per question, total 30 pts)

1. Short questions (2 pts each, total 6 points):
 - a. Define briefly the concept of *value threshold* (in DSN*)
 - b. Define briefly the concept of *microcosm* (in developing DSN)
 - c. When measuring lead times in DSN, are averages enough, or does the variation need to be considered as well? Explain briefly why / why not.

2. Medium questions (3 pts each, total 6 pts)
 - a. Discuss briefly, how the DSNM** challenges faced by a small, fast growing company would differ from the challenges faced by a big, established company.
 - b. Discuss briefly the main differences between product supply chain and service supply chain.

3. Johanna Småros pointed out that different demand problems need different solution. Discuss different possible challenges related to demand in DSN and suggest suitable solutions to different challenges. (6 pts)

4. “Does one size fit all in DSNM?” Discuss whether there may be need for different demand-supply chains in different situations for one company. Discuss the potential differences and the drivers for differentiation. (6 pts)

5. How do you characterize value offerings (6 pts)
 - a. “Don’t run out”?
 - b. “Plan and forget”?
 - c. “Capture and enjoy”?

How do they connect value offering points and order penetration points and what benefits / burdens do they bring along for suppliers on one hand and customers on the other?

 - d. Imagine and invent a value offering and the related DSN model! Name it and describe it according to assignment above in 2. a. – c.