

**CMA JANUARY 2022 EXAMINATION
 INTERMEDIATE LEVEL I
 MARKETING & SUPPLY CHAIN MANAGEMENT**

Course Code	: MS224	Total Marks	: 50
Reading Time	: 10 minutes	Writing Time	: 90 minutes

Instructions to Candidates

- You **MUST NOT** write anything during the reading time.
- You should attempt ALL questions.
- Answers should be properly structured and relevant.
- Carefully read ALL the requirements and sub-questions before attempting a specific question.
- ALL answers must be written in the answer book.
- **AVOID WRITING/MARKING** on the question paper at any time which may cause disciplinary action.
- Start answering each question from a fresh sheet.
- Answers should be clearly numbered with the sub-question number.

Allowable Materials

- Writing Stationaries
- Non-programmable Calculator

Assessment Structure

			<i>Sub-question</i>	<i>Marks</i>	<i>Expected Time Required</i>
Section A	Question 1	Multiple Choice Questions	5	5	10 minutes
	Question 2	Modified True/False	5	5	10 minutes
Section B	Question 3	Essay/Case	2	20	32.50 minutes
	Question 4	Essay/Case	5	20	32.50 minutes
Revision					5 minutes
Total				50	90 minutes

RESTRICTED USE

This paper MUST NOT BE REMOVED from the examination venue

Do not turn the page until instructed

SECTION A [10 MARKS]

THERE ARE 2 (TWO) QUESTIONS IN THIS SECTION. ANSWER ALL THE QUESTIONS IN THE ANSWER SCRIPT FOLLOWING THE EXAMPLE PROVIDED FOR THE SPECIFIC QUESTION.

QUESTION 1

[5 × 1 = 5 MARKS]

There are five (5) multiple-choice questions with five options. Pick the option that best explains the given question. Write your answer on the answer script [DO NOT PUT ANY MARK ON THE QUESTION PAPER]. Follow the example given below in providing your answer.

Example:

- (i) ICMAB stands for the –
- (a) Institute of Cost Management Accounting of Bangladesh
 - (b) Institute of Cost and Management Accountants of Bangladesh
 - (c) Institute for Cost Managers and Accounting of Bangladesh
 - (d) Institute of Cost Management Accountants of Bangladesh
 - (e) Industrial Cost Management Accountants of Bangladesh

Answer: (i) (b)

- (i) The objective of a Supply Chain refers to
- (a) Supply Chain Surplus = Customer Value- COGS
 - (b) Supply Chain Profit = Sales – COGS
 - (c) Supply Chain Surplus = Customer Value- Supply Chain Costs
 - (d) Supply Chain Value = Total Sales – COGS
 - (e) Operating Profit = Total Revenue – Operating Costs
- (ii) Dealing Supply Chain Uncertainty depends on
- (a) New Product development, Marketing & Sales, Operation, Distribution & Service.
 - (b) Capacity, Inventory, Time, Information and Price
 - (c) Raw material, Finished goods, Warehousing, Distribution and after Sales Service
 - (d) Customer, Producer, Marketer, Salesman and Distributor.
 - (e) Location, Product, People, Company and Economy
- (iii) Accounts Receivable turnover (ART) =
- (a) Sales Revenue/Accounts Receivable
 - (b) Sales Revenue/ Inventory
 - (c) Sales Revenue/ COGS
 - (d) Inventory/ Accounts Payable
 - (e) Inventory/ Accounts Receivable
- (iv) At ____ level, the decisions are made with long-term objectives.
- (a) Performance
 - (b) Strategic
 - (c) Tactical
 - (d) Operational
 - (e) Management
- (v) Which of the following is true for supply chain management?
- (a) The physical material moves in the direction of the end of chain.
 - (b) Flow of cash backwards through the chain.
 - (c) Exchange of information moves in both the direction.
 - (d) Gain a competitive advantage in the marketplace.
 - (e) All of the above

QUESTION 2**[5 × 1 = 5 MARKS]**

There are five (5) statements given under the question. Identify the statements as True or False. If the statement is false, rewrite the statement on the answer script to make it 'True'. Reasoning is NOT required. Follow the example given below in providing your answer.

Example:

(a) ICMAB stands for the Industrial Cost Management and Accounting of Bangladesh.

Answer:

(a) False. ICMAB stands for the Institute of Cost and Management Accountants of Bangladesh.

Note:

- You will not get any mark if you simply rewrite as ICMAB *does not* stand for the Industrial Cost Management Accountants of Bangladesh.
- If the statement is true, you need NOT to rewrite the statement rather only mention that the statement is *True*.

- (a) Supply Chain responsiveness cannot handle supply uncertainty.
- (b) Product returns is the affecting performance of the product's quality and likely to increase the future frequency of product returns as well.
- (c) Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need is defined as product or commodity.
- (d) Demand certainty is the uncertainty of customers who demand the product.
- (e) A new product developed will have low supply uncertainty because the design and production processes will not be fully developed.

END OF SECTION A

SECTION B [40 MARKS]

THERE ARE 2 (TWO) QUESTIONS IN THIS SECTION. ANSWER ALL THE QUESTIONS IN THE ANSWER SCRIPT.

QUESTION 3**[10 + 10 = 20 MARKS]**

- (a) As a Supply Chain Expert, identify any six factors that should be taken into consideration when implementing demand forecasting in a retail store/ chain shops.
- (b) Briefly discuss the Continuous Replenishment Programs (CRPs) and Vendor-Managed Inventory (VMI) and compare their impact on the business firm.

QUESTION 4**[5 x 4 = 20 MARKS]**

- (a) Define Supply Chain and Supply Chain Management.
- (b) Define Product Life Cycle (PLC) and describe the various stages of it?
- (c) Explain the benefits of Online Marketing?
- (d) The marketing strategies are highly depending on whether the company is a market leader, challenger, follower or nicher. – explain.
- (e) Most firms prefer to develop a diversified product line to avoid over-dependence on a single product, yet there are certain advantages that accrue to a firm to produces and sells one product. What are some of these advantages?

END OF SECTION B
