

Grading notes

Part 1. Essay question

Answers should be essays (as stated in the description). Bullet points can be used, but if the entire answer is a bullet-point list, then the maximum grade is 3.

Question 1.

- a. Multiple answers are accepted, as long as they are about supply chain strategies (instead of, e.g., marketing). Answers also need to discuss both pros and cons.
 - To get more than 3 (i.e., 4 or 5), the answers should discuss aspects besides costs.
- b. Answers can be about centralized vs. decentralized, direct delivery vs. distribution centers. Answers can discuss aspects such as different types of products (high-end/branded vs. functional clothing), different stages in the product lifecycles, seasonality, demand/supply fluctuation, etc. Answers getting more than 3 points tend to discuss more than one aspect that may affect the choice of a suitable distribution network.

Question 2.

- a. Elements to consider include supply chain strategy (responsive or efficient), types of products, etc. Answers that get more than 3 discuss more than one aspect.
- b. Most answers are on point. At the beginning, uncertainties are higher, thus responsive. Later, there may be more competition, so companies may have to focus on cost.
 - You can deviate from this answer if you can argue for your point.

Part 2. Analytical questions

Question 5. (I numbered this incorrectly. Apologies for any confusion this may cause)

- a. Factor rating
 - Part a. (again, "5.a.a." isn't the best numbering system, my bad! But seems that everyone got it correctly): It seems that everyone who attempted this got it correctly
 - Part b. The answer can be found in the materials
- b. Center of gravity
 - Part a. Most people got this correctly. Basically, it's a weighted average of the coordinates and the number of shipments.
 - Part b. The answers need to be rounded (38.72 -> 39) because the question stated that "full truck only"

Question 4.

- a. Linear programming: answers can be found in the materials
 - Objective function: 1.5pt

- Non-negative and integers constraints: 0.5 pt
 - Production time constraints: 1.5 pt
 - # products (demand) constraint: 1.5 pt
- b. Transshipment: answers can be found in the materials
- Visualization: 1pt
 - Objective function: 1pt
 - Supply constraints: 1pt
 - Please note that this should be \leq , because we can ship less than or equal to the capacity. We don't need to always ship away 100% of the supply capacity, therefore "=" would be incorrect.
 - Transshipment constraints: 1pt
 - Demand constraints: 1pt
 - Here, a "=" is required because we don't want to supply less than what the customers demand